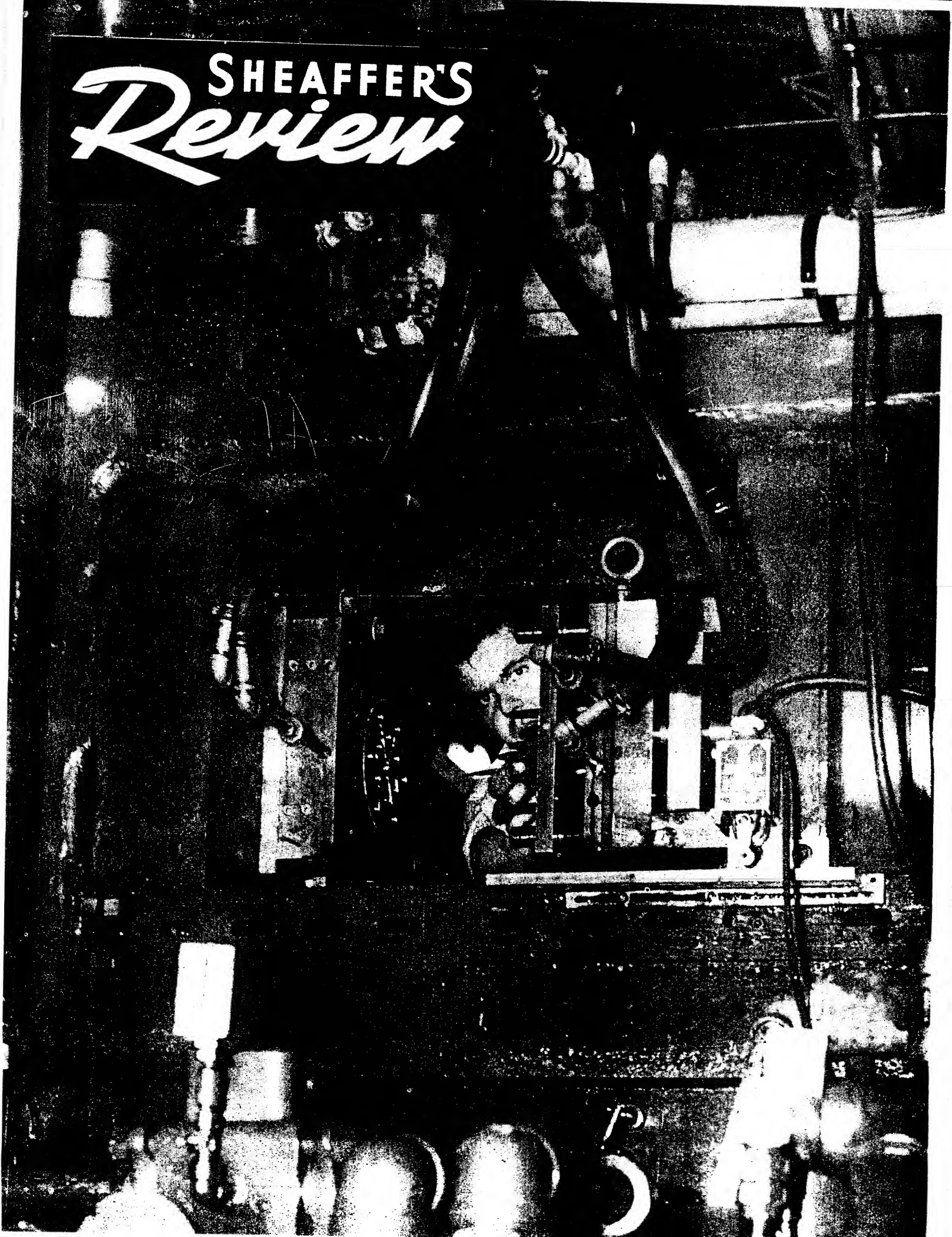


SHEAFFER'S *Review*



Santa Visits Club House

Santa scored another hit at the Club House Thursday night when he shared the contents of his heavily loaded sack among nearly 500 eager youngsters, children of Sheaffer employees.

The early part of the evening was arranged for the young guests. First on the program was a series of animated cartoons in sound.

FINE TALENT

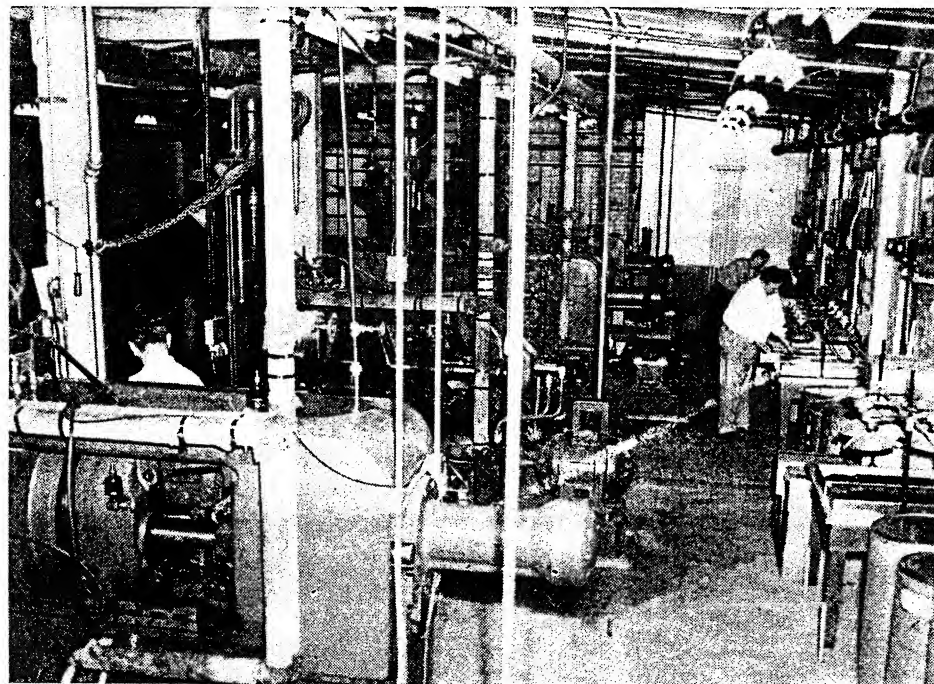
Following the movies, the scene of action switched to the other end of the ball room where a brilliantly decorated Christmas tree and a stage complete with real microphone were all set for the "kiddie show". Talent for the program was furnished by the children themselves who had volunteered to take part in the performance. Musical numbers and recitations were introduced by Milo Cuthbert, Gold Nib Department, Master of Ceremonies.

Santa Claus' arrival was the climax which put a stop to all other activity. All of the guests lined up behind the chubby little man in the red suit and followed him around the room in a Grand March which ended near the Christmas tree where candy and gifts were distributed. Noisemakers, balloons blown to the bursting point, and plastic bubbles lent an air of merry confusion to the crowded room.

PARENTS DANCE

Finally the tired but happy children went home to dream of jingle bells and reindeers, while their mothers and fathers stayed on to dance to the music of Bill Kipp's orchestra. During inter-

(Please turn to Page Eight, Column Two)



New Molding Dept. Streamlines Production Forticel Used in 1948 Line

Back in the very early days, all pen companies made caps and barrels from hard rubber. This was not satisfactory because it became brittle with age and could only be obtained in black, which faded out. Everyone, including Sheaffers, was continually searching for a better material. Your company tried many new plastics (including one with a buttermilk base) before it "scooped" the pen industry with Radite in 1924. Radite was a tough new plastic which could be made in attractive colors, and it served well for over twenty years. In the meantime, new plastics were being tested by Sheaffers. Up until very recently, no other plastic could measure up to Radite.

some time. But only since Forticel was developed recently have Sheaffers considered molding pen caps and barrels. The other materials simply could not measure up to our high standards.

The Celanese Corporation has written the Review: "Forticel was a culmination of twenty years study by the Celanese Corporation. A pilot plant for the production of Forticel was erected, and your (Sheaffer's) own success with it in fountain pen barrels (Please turn to Page Three, Column One)

NEW PLASTIC

Now you can be proud of another "first" in the pen industry. After exhaustive tests, a brand new plastic called FORTICEL was finally given the nod over Radite for making Sheaffer pens and pencils. Forticel is a molding material developed by the Celanese Plastics Corporation, and it has many advantages over Radite: It can be molded. It is highly resistant to fire—is much safer than Radite. It is lighter than Radite. It is more stable—less likely to expand or contract. It takes a higher polish. **Almost no material is scrapped.** Rejects are merely ground up, melted and molded over again. There are many thermoplastics suitable for molding and some of the other pen companies have been molding their barrels and caps for quite

JINGLE ALL THE WAY.....



MOLDING (Cont.)

was an example of one of the selected products for which it is widely favored. It is one of the most sought after plastic materials at the present time."

AN OLD HAND

Although a material suitable for molding Sheaffer barrels and caps was not developed until 1945, your company is not new at the molding game. Sheaffers got in on the ground floor with heat injection molding in 1937. Max Oehler, who has charge of our molding program, worked closely with DuPont experts in the early stages and began molding lead boxes and desk pen quills ten years ago. Since then other molded products have been continually added to the line until the expanded department had to be moved to new quarters in August, 1946. All molding is now done at Plant No. 5 on 13th Street. This brick building has been completely modernized, including provisions for air conditioning.

MODERN MACHINERY

The four injection molding machines in Plant No. 5 are by far the largest

This is the first of a series of articles designed to help you know your plant better. Your department will be featured in a later issue.

machines in the entire company. (See front cover) Each one weighs 9 tons and requires a cement foundation 10" thick. Each contains 105 gallons of special hydraulic oil to withstand the tremendous pressure used—up to 28,000 pounds per square inch on the materials injected. Compare this with a maximum of 15 pounds per square inch in an ordinary household pressure cooker.

All of this weight, size, and pressure goes into the formation of one little 4

RIGID INSPECTION**President's Message - - -**

Before you go on the holiday, it seems to me you might wish to know that our new merchandise has been shown to a number of the best judges of merchandise that we know of. They deem it to be highly acceptable. We hope that this augurs well for the coming year for all of us.

Happy Christmas to everyone.

Respectfully yours,

President

ounce plastic mold of 12 caps or barrels.

PRECISION DIES

There are 42 dies to mold the following parts:

- 20 pen dies (barrels and caps)
- 5 lead box dies
- 8 pencil dies
- 2 Safety Skrip dies
- 1 dip set base die
- 3 desk pen quill dies
- 3 desk set socket dies

Max Oehler says that it is extremely difficult to make some of these dies, due to the shape of the pieces required. Max maintains:

"The type of injection molding that we are asked to perform in 90% of our parts deviates from standard commercial practices. As an example, on all of our sealed end parts such as pen caps, balance pencil caps and barrel caps we have a condition in which we must provide ways and means to let air and gases escape where it is hardly possible to do so. Without this "venting", as it is commonly known in the

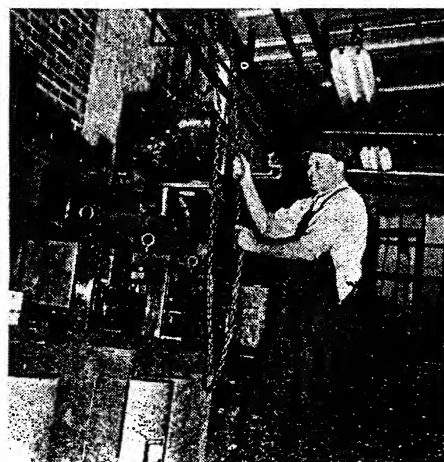
injection molding field, it would not be possible, even with enormous pressure being applied to the material, to close up the ends."

PROCESS

The hardest part of the molding operation is to develop a cycle between the machine and the die that will turn out a perfect job. By "cycle" is meant the relationship set up between temperature, pressure, and time. Each factor must be figured exactly right if the machine is to turn out perfect pieces.

Forticel pellets, heated to an average of 350° to 450° F, melt down to a syrupy liquid, this is "shot" into the die. **It takes but 20 seconds to mold 12 caps!**

Of course, numerous other exacting operations are performed on this cap before it can be called "finished" according to Sheaffer standards, but a great deal of valuable time is saved. It requires only four weeks to process Forticel as against thirteen weeks for Radite.

HEAVY PRECISION DIES**MOLDING IS BETTER**

Frank Wallis, Department Manager of the Molding Department, can show you under with reasons why molding is a better all-around process. Frank tells us: "Molding eliminates a whole sequence of operations in raw materials before they get to us. A great many operations were involved in making up the striated Radite sheets. These sheets had to be processed here to make tubes and the tubes then were processed to form cap and barrel blanks. Twelve of these blanks are now formed in a molding process on one machine in sixteen seconds.

"There is no waste in molding. Our
(Please turn to Page Eight, Column Three)

SPECIAL PREVIEW AD

Higher Luster of New Black Forticel Pen
and Pencil a Tribute to Molding Process.

THIS ADVERTISEMENT WILL APPEAR IN THE MARCH 21, 1948 ISSUE OF THE FOLLOWING PUBLICATIONS:

Albany Times Union
Atlanta Constitution
Baltimore American
Boston Advertiser
Chicago Herald American

Detroit Times
Los Angeles Examiner
Milwaukee Sentinel
New York Journal & American
Pittsburgh Sun Telegraph

San Antonio Light
San Francisco Examiner
Seattle Post Intelligencer
Syracuse Herald American
Washington, D. C. Times Herald

Skip

*and finest for
any pen!*

SCIENTIFICALLY COMPOUNDED
FOR THE WORLD'S BEST PEN...

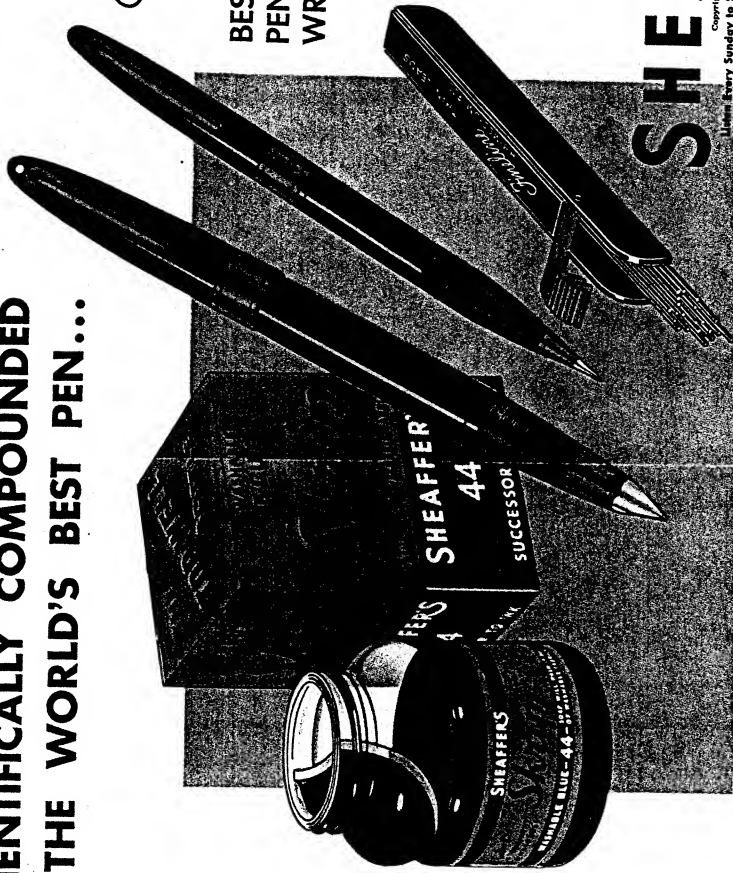
Ordinary ink wasn't good enough for Sheaffer's world-famous pens. So to Sheaffer chemists was assigned the task of perfecting a formula for a finer, better balanced writing fluid—a fluid fit for Sheaffer's world's finest pens. It required years of work, but they succeeded! The result is Skip, successor to ink. And for the very reason that Skip is made to match the quality of Sheaffer's "TRIUMPH" pens and make them write best, Skip also makes any pen write better than with common inks! Millions have found this to be true, and in the stores of America more people ask for Skip than for any other brand of writing fluid. In twelve brilliant colors, free-flowing and sediment-free, Skip comes in the handy TOP-WELL bottle that makes pen filling easy instead of messy! Ask for Washable Skip for all ordinary household needs—it washes out of washable fabrics with ordinary soap and water! Use Permanent Skip for all writing which must be preserved. Regular size, 25c. School size, 15c.

NO INCREASE IN PRICE!

Fineline
LEADS

**BEST FOR THE WORLD'S BEST
PENCILS — MAKES ALL PENCILS
WRITE BETTER!**

Stronger and smoother writing, Fineline Leads are designed to make Sheaffer's Fineline pencils write better than any others! Because Fineline leads—either thick or thin—are of supreme quality, they fit and make any mechanical pencil perform to the best of its ability! . . . 9 degrees of hardness in Black. Other colors—Blue, Red, Green and Indelible. Flip-Top economy package, 25c. School size, 15c. W. A. Sheaffer Pen Company, Fort Madison, Iowa, Malton, Ontario.



SHEAFFER'S

Copyright 1947, W. A. Sheaffer Pen Co.
Lunch Hour, Sunday to SHEAFFER'S PARADE with Eddy Howard—
1948 Schedule: 9 P.M. EST; 2 P.M. C.T.; 1 P.M. M.T., 12 Noon P.T.

SHEAFFER'S REVIEW

Vol. 1 January, 1948 No. 1

Published monthly for the Men and
Women of the

W. A. SHEAFFER PEN COMPANY

General Offices and Factories,
Fort Madison, Iowa, U. S. A.

Branch Factories,

Mt. Pleasant, Iowa, and Quincy, Illinois

Canadian Office and Factory,

Malton, Ontario, Canada

Sales Offices, New York City, Chicago
San Francisco.

Export Division, Fort Madison, Iowa

EDITOR D. A. REED

- - For Loyal Service - -

Each month the "Review" will recognize length of service in this column. This is, of course, not meant to be an adequate reward for years of faithful service. The various service pin awards and this recognition are just two ways of expressing a deep appreciation for your loyalty and cooperation over a long period of time.

Forty-seven people have been with the company a total period of over twenty-five years; six people have over thirty years to their credit. (Service is figured on total working time with the company, regardless of the starting date.) Graham Orr, Chicago Office Manager, and W. F. Heising, Vice President in Charge of Properties, weren't here when the thirty year picture was taken, but the other charter members of the Thirty Year Club are shown below.

H. E. Waldron, Vice President and Director of Sales and Merchandising, has been with the company the longest, starting in 1914. During these 34 years, he has always been a main spoke in Sheaffer's wheel of progress.

Over 30 Years

Arthur E. Brown, Pen Assembly
Alvin C. Hetzer, Holder
W. F. Heising, V. P. in Charge of Props.
J. G. Orr, Chicago Office
H. E. Waldron, V. P. and Dir. of Sales
Mildred Zimmerman, Repair

Over 25 Years

G. A. Beck, Executive V. P.
Henry H. Bohenkamp, Gold Nib
F. F. Boyle, Mt. Pleasant Supt. of Prod.
Charles H. Brown, Gold Nib
Esther H. Brown, Pencil
Eihel P. Brown, Credit
Ray Brown, Gold Nib
R. S. Casey, Laboratory Dept. Mgr.
Frank L. Davey, Radite
Francis M. Davis, Gold Nib
Cora E. Dye, Holder
D. L. Edlen, Repair
Stephan O. Gallagher, M. T. A.
Wilbern L. Gee, Screw Machine
W. J. Gillett, Holder Dept. Mgr.
Eletha F. Green, Gold Nib
Otto Helling, Feed
Nina F. Henderson, Feed
John L. Hickey, New York Office

Alice H. Hirschler, Gold Nib
G. C. Holt, V. P. & Gen Sales Mgr.
A. B. Howard, Supt. of Mfg.
Frank Kline, Engineering
L. P. Koch, Credit Dept. Mgr.
Mary A. Kottner, Pencil
E. J. LaLone, Pencil Dept. Mgr.
Tom H. McDonnell, Radite
Hilda B. McMillan, Gold Nib
Bernard C. Muerhoff, Gold Nib
Eric Nordblad, Gold Nib
C. R. O'Guinn, New York Office
Edward W. Peoples, Gold Nib
L. E. Pogge, Accts. Rcbl. Dept. Mgr.
E. P. Reavey, Salesman
William M. Rooney, Radite
Helen M. Rump, Purchasing
C. R. Sheaffer, President
Homer L. Shoemaker, Gold Nib
O. L. Speiss, Radite
H. K. Stempel, Repair Dept. Mgr.
Maud E. Tufford, Gold Nib
F. B. Wallis, Asst. Supt. of Mfg.
H. J. Wehmeyer, Plating Dept. Mgr.
A. P. Werner, Inspection
Carl H. Werner, Radite
Causma A. Young, Holder
Clara M. Zimmerman, Pencil

Left to Right: A. Brown, A. Hetzer, H. E. Waldron, M. Zimmerman

Volume I, Number I

For a lot of you, the "Sheaffer Review" is a familiar name. Many of you will remember the wartime mimeographed paper that followed you to far corners of the world. The purpose of the first Review was to try to bring Fort Madison out to you who were in the service—to try to substitute Avenue G for your Company Street.

Now, after a period of "readjustment", the Review has grown too heavy around the waist for its GI pants, and the old clothes have been tossed away. We're off to a fresh start with Volume 1, Number 1 of a new paper, with a new purpose: To bring all of you closer together and to give you a better understanding of your company and of the way it operates.

It's your paper. If it doesn't please you, let us know. If it hits the mark, we'd like to know that, too.

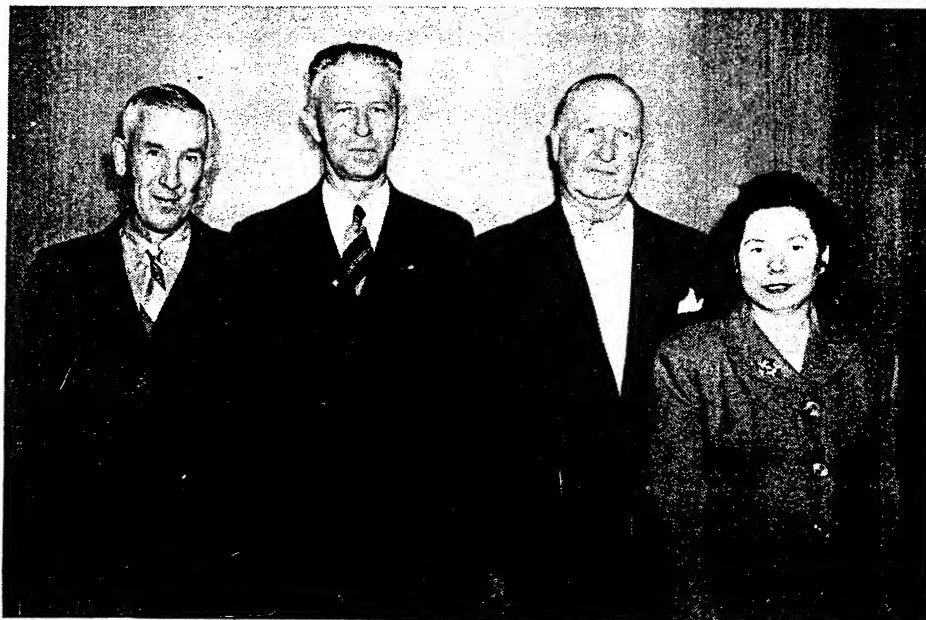
Quality Counts

We are the Tiffanys of the pen industry.

Our founder, Mr. W. A. Sheaffer, was a jeweler and a fine craftsman long before he started this company. He took pains to build jewelers' quality into our first pens, and to maintain that quality over the years.

Like human beings, a company is apt to suffer a bit from "growing pains" during a period of further development. It's a time when all of us must make a special effort to pull together and continue to turn out a top quality product.

Let's keep our Tiffany reputation.



Employee's Clubhouse Starts Third Decade

On the evening of August 19, 1927, the Sheaffer Club House was dedicated. Built for the employees by Mr. W. A. Sheaffer, the Club has already put in twenty active years filled with dances, athletic events, bingo games, pot luck suppers, and just plain loafing.

Earl DeLapp can give you a detailed history of the Club because he's operated it since September, 1928. Marie Anderson, your Canteen Manager, ably assisted Earl for years at the Club House, serving wholesome, appetizing meals.

Recently, Earl DeLapp reminded George Holt of the time in 1928 when George warned "It's okey to serve fourteen people, Earl, but don't let it get out of hand." Earl is now serving ninety-seven meals a day, not counting the evening cafeteria style meals downstairs, and still has everything well under control. Typical menu:

Chicken Fried Steak

Whipped Potatoes	Green Beans
Salad	Bread and Butter
Coffee	Peaches
	Milk

Price: 40c

Overlooking the Mississippi, the Club House can offer you many enjoyable evenings of economical entertainment. The two regulation bowling alleys are second to none in this area and the cost is only 10c a line, or enough to pay the pin boys. You can play pool or ping pong. You can dance anytime to the juke box, and to real orchestras at frequent Club (Please turn to Page Eight, Column Three)

SPACIOUS CLUB HOUSE WELCOMES YOU



Bowling Briefs

The 1947-48 bowling season got off to a flying start this Fall when over 400 employees signed up for participation.

BUCKS

The Men's League is headed by Koyne Ahlstrand, assisted by Paul Wilmesmeier as Secretary. The following twelve teams from both factory and office are battling it out.

Team Captain	Dept.
A. Hetzer	Holder
C. Peterschmidt	Metal Fab
T. Clendenen	Pcl. Assem.
G. Davis	Plant No. 2
D. Cuthbert	Shipping
R. Consbrock	Tool Room
E. Smallwood	Development
D. Hug	Product Eng.
M. Perry	Gold Nib
R. Cramer	Office No. 1
J. Sherwood	Pen Assem.
R. Haroff	Office No. 2

Up to and including the first week of December, the following are high: High Individual Game, P Walljasper—254; High Individual Three Game, G. Davis—590, High Three Game Series, Plant No. 2—817; High Average, G. Davis—174.

DOES

Dorothy Bendlage is President of the Ladies' League, with Osa Cone acting as Secretary-Treasurer. At the end of the first round, the Factory Office team was leading with 17 wins and 4 losses. Teams and captains are:

Team Captain	Dept.
C. Paschal	Gold Nib
D. Bendlage	Pen Assem. II
M. Cline	Pen Assem. I
O. Owen	Office I
F. Welch	Office II
D. Yeager	Metal Fab I
M. VanWinkle	Metal Fab II
A. Finke	Factory Office

High Individual Game, M. Steinmeyer—202; High Individual Series, D. Bendlage and Edna Stansberry (Tied)—466; High Team Game, Pen Assembly I—681.



EDDY HOWARD

Sheaffer Parade to be Broadcast Here

EDDY HOWARD IN PERSON

On Sunday afternoon, December 28, the Sheaffer Parade, starring Eddy Howard, will be broadcast over the NBC hookup from the Fort Madison High School Auditorium.

All available seats will be given to Sheaffer employees. After the broadcast, the band will offer an extra half hour of entertainment, ably assisted by the combined vocal efforts of Sheaffer's Men's and Women's Choruses.

COMPOSER

Your Sheaffer singing star has enjoyed a rapid rise to a top position for daytime radio programs. About 7 million people listen to Eddy Howard every Sunday afternoon at 2:00 CST, and hear about the quality products you make.

"My Last Goodbye", "If I Knew Then", "Careless", and "A Million Dreams Ago" are a few of Eddy's own compositions which brought him enough money to organize his own band. Another hit "To Each His Own" brought over-night fame to Eddy and his orchestra. This year, Eddy Howard was among the top names of every magazine poll taken. Before he turned composer, he sang with Ben Bernie, George Olson, and other name bands.

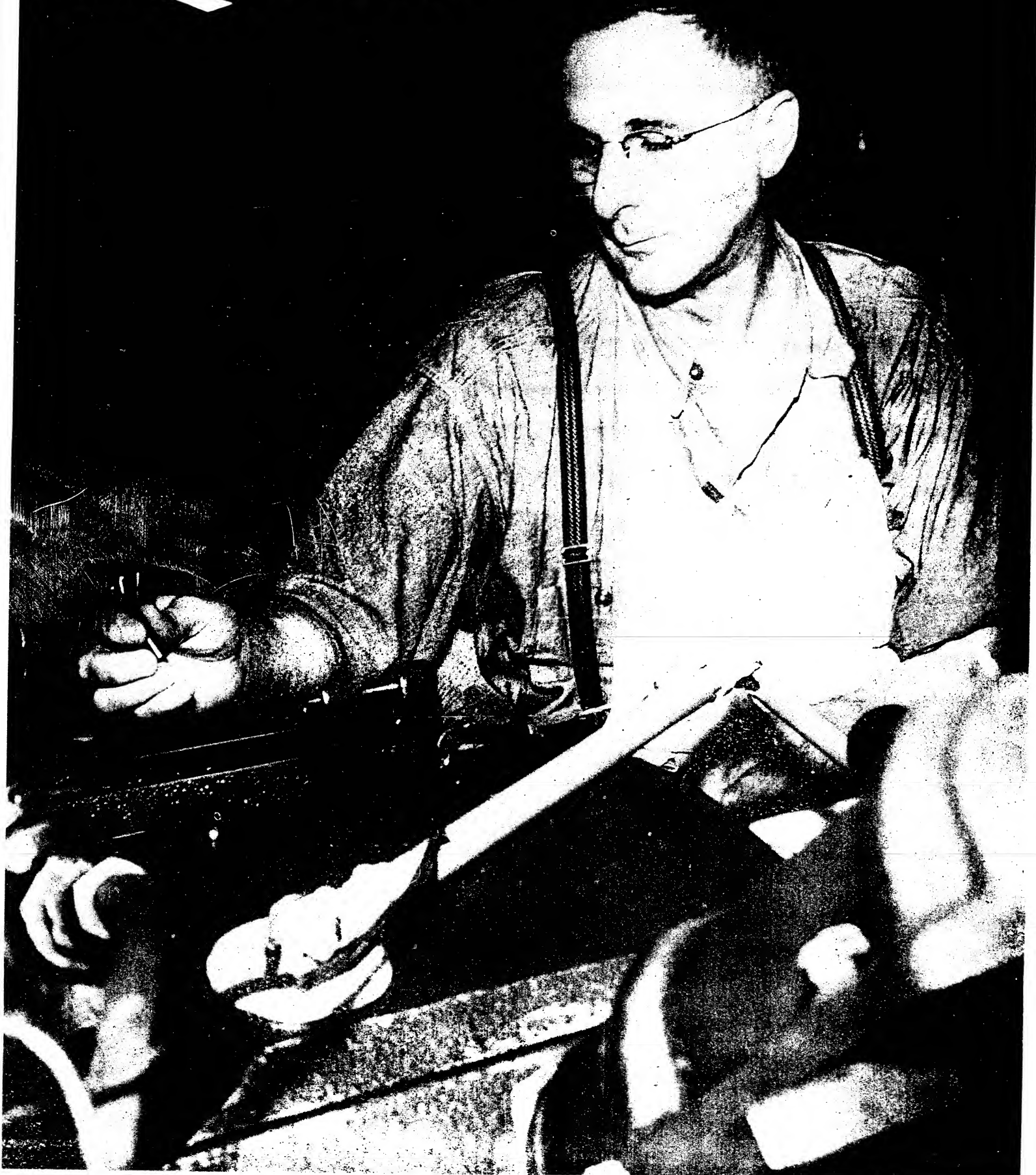
GROWING REPUTATION

Readers of "Cash Box", the magazine of juke box operators, have just voted Eddy Howard "The Best Orchestra of the Year."

The reason for Eddy's success is easily understood. Just listen to his renditions of the music everyone is singing and humming these days. Howard puts a capital H in every hit he makes or plays.

Keep your eye and your ear on this Sheaffer star.

SHEAFFER'S
Review





GLEN HOSKINS AND "PEP" KRIEGER IN RADITE TOOL CRIB

Radite Department Maintains Quality

The Radite Department, which is located on the main floor of the building facing Avenue G, might well be called the Radite II (Forticel) Department now because the new molded barrels and caps are processed there.

The molded vacuum pen barrel, for instance, comes to Radite from the Molding Department in two pieces, a tubular barrel shell with a tapered end and a regular barrel plunger cap. A threaded plug is cemented in the end of the barrel, and the barrel cap is screwed on the threads. Then the assembled barrel and cap unit is ground to the correct dimension in a centerless grinding machine, buffed, polished, and inspected.

White Dot

Molded lever barrels are merely faced to length and ground to size—then buffed, polished and inspected. Regular molded caps also go through this grinding process, but "White Dot" caps are handled a bit differently.

Many people have wondered how that famous White Dot is put on a pen cap. Here's the secret: First, a hole is drilled in the cap. Then the white dot, which is a small white radite "plug" $\frac{3}{32}$ inches in diameter, is cemented into the hole, sawed off flush, and ground smooth. This means that Sheaffer's symbol of top quality is there to stay.

In addition to processing new molded caps and barrels, the Radite Department fabricates radite parts, new vacuum fill inserts for plunger pens, and desk pens and sockets.

Centerless Grinders

The centerless grinding machines are the largest in the department and

there are 12 of them. Each one can be set up to grind an average of 5,000 to 6,000 units a day (barrels, caps, etc.) This is a most exacting job and the operators must have had previous machine experience. Loran Heath, for example, is one of the older operators and he must be able to set up the machine according to standard blueprint instructions. Setups include mounting, balancing, and dressing a heavy (average 125 lbs.) grinding wheel, making adjustments necessary to produce blueprint dimensions and obtaining the desired finish. The tolerances on these grinding jobs usually run about $.0025"$, or about half the diameter of an average hair in your head.

(Please turn to Page Four, Column Two)

Sales Convention Highlights

Our sparkling new Radite II (Forticel) colors highlighted the Annual Sales Convention which was held at the Club House on January 5, 6, and 7. 110 Retail Salesmen and representatives from the other plants enthusiastically welcomed "Burnt Umber" and "Persian Blue" to the line.

Dealers Protected

As always, Sheaffer dealers are given ample time to sell out their non-current colors before the new colors are actively promoted. "Burnt Umber" and "Persian Blue" won't be advertised nationally until May, and we'll make striated radite pens to match obsolete pencils in dealers' stocks until April.

Best Merchandise

Mr. H. E. Waldron, Director of Sales and Merchandising, paid tribute to our factory personnel when he said "they are the men and women behind the guns." You salesmen are now selling the best merchandise we've ever had."

G. C. Holt, General Sales Manager, emphasized the fact that "our company was founded and developed by a retailer—for retailers; we're making a line of merchandise that must meet the high standards of the jeweler who inspects his incoming shipments of fine merchandise with a magnifying glass."

Our President, C. R. Sheaffer, concluded by asking the Salesmen to continue to sell honestly and well so as to keep the respect and confidence of all our dealers and to advance the interests of our company.



JOHN CRUIKSHANK EXPLAINS MOLDING TO SHEAFFER SALESMEN

The Long Count

While most of us were relaxing on December 26, wishing we hadn't eaten so much on the 25th, a busy crew was going over the factory with a fine-tooth comb. It seems that every year around Christmas time, we have to know exactly how many pen barrels, pencil tips, clip springs, and lead boxes we have on hand. The best way to get accurate figures is simply to count everything.

Double Check

F. D. (Bud) Weiser, in charge of Planning and Scheduling puts it this way: "We have to set up what is called a perpetual inventory system which tells us how many of any item we have on hand at any particular time. However, because there are so many separate operations involved in making our finished products from raw materials, it is good business to set up a positive check. That's why we actually count everything once a year—to check, and verify our records. New record books are set up for the next year and we're all ready for a fresh start."

Unscheduled Radio Publicity

West Coast

While vacationing in San Francisco this past Christmas season, Ray Hughes (Gold Nib) was waiting for his car in the famous underground Union Square Parking Lot when an "inquiring radio announcer" approached him.

Ray stated in his interview that he was from Fort Madison, Iowa, and that he worked at the Sheaffer Pen Company. The announcer, naturally, had heard of Sheaffer Pens. We, naturally, appreciate a boost for the home town and the company.

Still Walking

Henry Rippenkroeger (Planning) entertained a wider audience. Ralph Edwards, Master of Ceremonies for Proctor & Gamble's Truth or Consequences program, called Henry on the evening of January 17, and asked him to identify the "Walking Man".

With \$10,000 in prizes at stake, Henry named J. Edgar Hoover and struck out. Even so, he will receive a 48-piece Sterling Silver set for submitting a winning essay.

Henry commented afterward "Now I know who the "Walking Man" is. It's Henry Rippenkroeger. There went my big chance to get a new car!"

President's Message - - -

You are aware that our company was selected from several hundred manufacturing members of the National Stationers' Association as the one with the fairest and most acceptable dealer policies. Many times we have taken a trimming profit-wise to be certain that we have corrected our own mistakes, rather than to have asked the trade and the customer to do so.

The founder of this company has instilled in all our department heads the value and satisfaction of just such kind of policy. We have tried exceedingly hard to make this true in our dealings with our own people who man our factories and offices and sell our products, as well as those who buy them. We shall continue to do so.

Respectfully yours,



President

Fineline Division Offers Economy Twins

The Fineline Division in Mt. Pleasant, Iowa, recently announced the new Fineline fountain pen and Fineline ball point, both retailing for \$1.50. These two products will be sold through both retail and wholesale outlets.

New Team

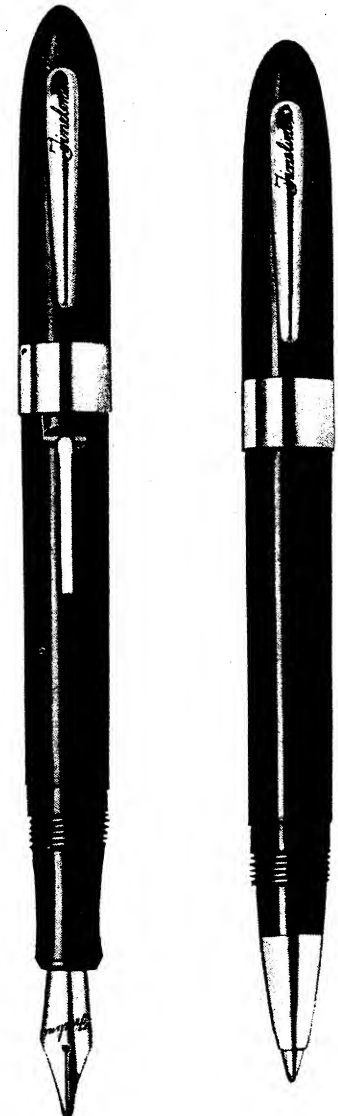
The fountain pen is the conventional Fineline lever pen with an iridium tipped steel point. These high grade non-corrosive points are offered in fine, medium, extra fine, or shorthand. They can be replaced quickly and easily by merely unscrewing one nib unit and turning another into the section. The replaceable units retail for 50c each.

The Fineline ball point closely resembles the fountain pen. The only difference in outward appearance is that the ball pen has a small ball on the clip. A refill for the ball point includes a new ball tip in a cartridge of permanent writing fluid in red, green, or blue.

Molded

Balanced caps and barrels for both Fineline fountain pens and Fineline ball points are molded and are offered in four sparkling colors: red, blue, green, and black. Streamlined chromium clips with the word "Fineline" inscribed on them, and wide chromium bands go to make up attractive writing instruments.

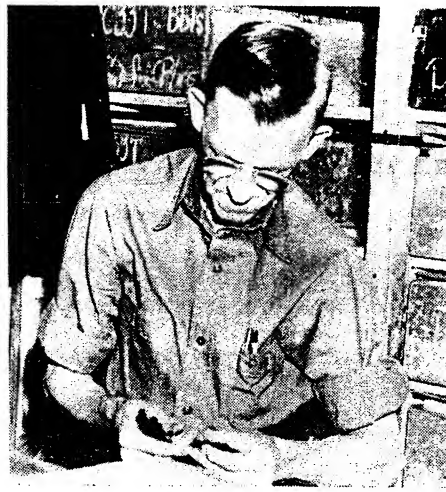
A great mass market is open to products in this price range. By making a quality writing instrument to fit every writing need, and every budget, Sheaffer is constantly building up diversified markets. This adds up to a greater job security for everyone.



Fineline Twins



JOHN HAUCK consults with ESCHAL SMITH in Form Room



FRANK DAVEY Sorts Parts in Vault



"SPEEDY" SPIESS, Foreman, Double-Checks with HERMAN SENF

Radite Department (cont.)

The processing of radite parts (mostly for repair parts) involves cutting radite tubes into blanks, stretching and sizing to the correct inside and outside diameter and forming into the balanced streamlined shape. From there, the radite caps and barrels go through about the same process as the molded parts.

High Polish

Before plastic barrels and caps leave this department they shine and sparkle like mirrors. This is due to the careful buffing and polishing they receive on four special machines which are called "autobuffs". Each automatic machine buffs 104 pieces at a time, then an "autoclean" machine polishes them. Special jobs are skillfully hand-buffed by Tom McDonnell. He and Art Steeples both agree that the new

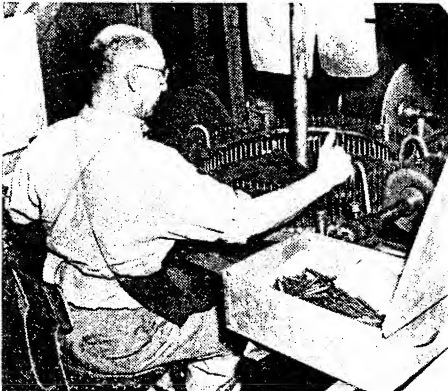
molded plastic buffs easier than Radite. After buffing and cleaning the gleaming pieces are rigidly inspected before leaving for the Holder Department.

Quality Control

Bill Gillett, Department Manager, said: "The operations in this department are very exacting and tolerances of .0005" are not uncommon. It was in the Radite Department that we first used Quality Control to improve and maintain the quality of our products at the processing level."

To maintain top quality, pieces are spot inspected on the floor at least every 30' by a Quality Control team.

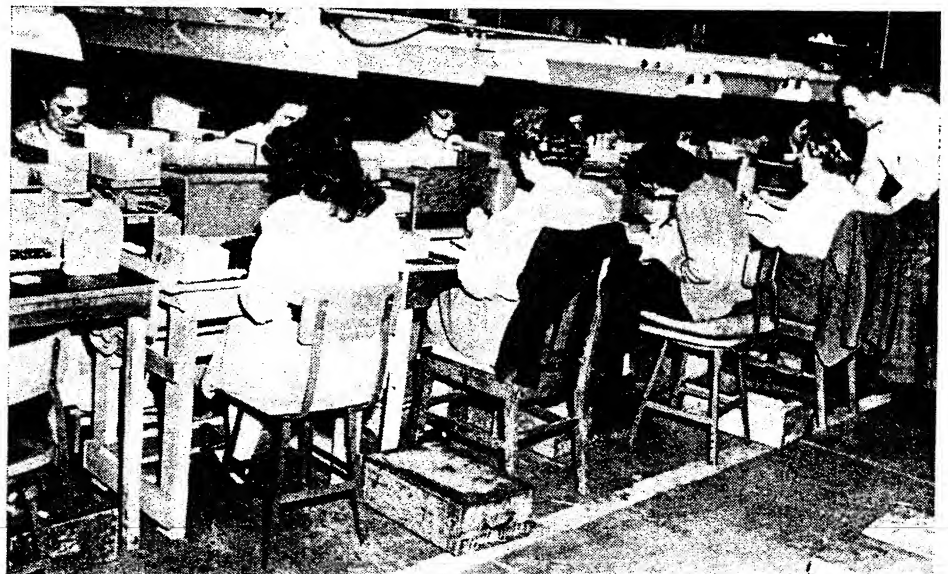
153 people in the Radite Department, many of whom have over fifteen years seniority, know what it means to maintain a quality reputation.



ART STEEPLES on Auto Buff



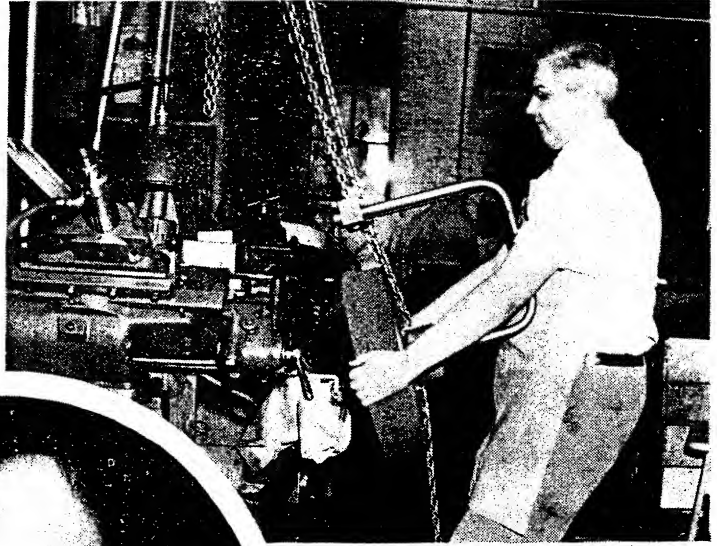
ELMER MORGAN, Heat Vault Attendant



RADITE INSPECTION TABLE



TOM McDONNELL Hand Polishing



PAUL WORLEY Changing Centerless Grinding Wheel

BILL ROONEY Inspecting Wheel Dressing Diamond



AUGUST PETERSCHMIDT, JOHN HOTOP, JANET PANNENBERG—Quality Control At Work



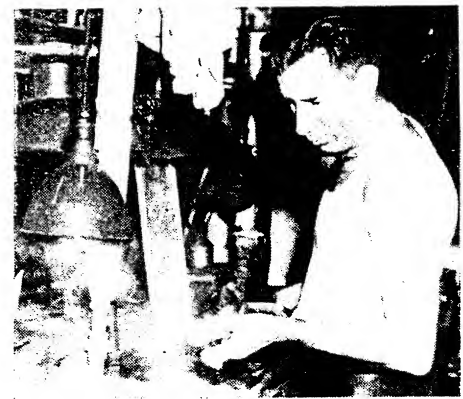
MARIE BRITTON Operating Turret Lathe



ROLAND PECHSTEIN in Finished Parts Vault



LEVI RICE and HARRY ROXLAU Watch JULIA STANSBERY Chase Barrel Ends



BOYD PARSONS—Stretch Tank

SHEAFFER'S REVIEW

Vol. 1 February, 1948 No. 2

Published monthly for the Men and
Women of the

W. A. SHEAFFER PEN COMPANY
General Offices and Factories,
Fort Madison, Iowa, U. S. A.

Branch Factories,
Mt. Pleasant, Iowa, and Quincy, Illinois
Canadian Office and Factory,
Malton, Ontario, Canada

Sales Offices, New York City, Chicago
San Francisco.

Export Division, Fort Madison, Iowa

EDITOR - - - D. A. REED

Brass Tacks

The Review is your paper and should contain only information that is of direct interest to you. Anything that sounds like preaching, we decided, should be thrown out.

But a lot of misinformation about we Americans is being tossed loosely about these days, and a lot of facts are being heavily shaded or withheld completely.

We know every one of you is a good American. We feel, therefore, that you are interested in unvarnished facts about our free enterprise system generally, and of the way your own company operates in particular.

We hesitated to present information of this type for fear it might be looked upon as "management propaganda".

We, therefore, make the unqualified statement that any facts or figures you find in these columns can be backed up with absolute proof.

We sincerely hope that by offering you real information we can approach a better spirit of mutual trust and understanding.

Facts

Let's consider some facts about all of us Americans. We constitute only 6% of the world's population, but we use:

75% of all the automobiles made in the world;

50% of all the radios;

54% of all the refrigerators.

In normal times, this 6% of the world's population consumes:

65% of the world's silk;

35% of the wool;

52% of the coffee;

50% of the rubber.

Standards of living for all people in

Complaints!!!

Mr. H. E. Waldron, Vice President and Director of Sales and Merchandising, sent the following piece to our salesmen. We think it contains advice that can be used anywhere—by any of us.

Show Us How To

Improve Ourselves

We should thank our lucky stars for people who complain to us! They are the customers who help us to improve our products and to become better merchandisers. They may cause us agony of mind, their complaints may seem trivial at times, their attitude exasperating, and all that—and yet there is every reason why we should feel grateful to them. They help to keep us "on our toes".

There may be weaknesses in our organization which might never be revealed unless they are brought to our attention by those whose good will and patronage we seek to hold.

One of the most costly things that can happen occurs when a customer's dissatisfaction remains unexpressed to us. The person who suffers in silence causes us untold losses.

On the other hand, the person who "kicks" and fusses about our service, the one who raves and storms about our merchandise, is doing us all a real favor. She lets us know where we have fallen down and, knowing that, it is our own fault if we fall down in the same place twice.

As commonplace as this may sound, it is surprising how many people merely look upon complaints as a source of annoyance. They see back of each complaint only a "grouchy", inconsiderate individual trying to get something for nothing, when they should see that such a person is doing us an invaluable service.

The right attitude towards complaints—tolerance, sincerity, and energy in running them down to their source, and a disposition to change the conditions which cause complaints—will do more to help the business to prosper and function as it should than anything else.

Fortunate, indeed, is the company who succeeds in cultivating in the mind of everyone in the organization the right mental attitude towards complaints, and toward those who have complaints to make.

WANTED: Horse & Buggy Pictures

The "Review" is building up a collection of old historical pictures of Sheaffer people and of our plant. If you have something of interest, preferably taken before 1935, please send it in with names and dates. We'll handle it with care, copy it, and send it back to you.

Welcome Mat

A hearty handshake to the following new people who have joined us recently:

Shirley French, (Sales) 12-17-47; Dorothy Bentler, (O. C. Gold Nib) 1-5-48; Helen Hutchison, (Screw Mach.) 1-19-48; Rosalyn Lopez, (Pay Roll) 1-19-48; Amelia Ramirez, (Export) 1-19-48.

Cover Picture

Charlie Campbell is shown on this month's cover, operating a centerless grinder. He's been with us since 12/13/23, and is the "veteran" operator of the centerless grinding machine crew in the Radite Department. ➔

Ask Charlie how it's going, and more times than not, he'll answer "13 a minute". (Meaning he's grinding 13 pieces a minute and everything's O. K.)

the United States are on a much higher plane than anywhere else on earth.

You work fewer hours at Sheaffer's and receive more of life's comforts for your work, than any other people on earth.





FIRST SPANISH CLASS GRADUATES



GENE DAVIS STRIKES AGAIN

Table Tennis Tournament This Month

The 1948 edition of the annual Sheaffer table tennis tournament gets under way this month at the Club House. Entrants have spent all of January rounding into condition and sharpening those "eyes" in anticipation of a month of rugged ping-pong.

Last year's champion, Vic Hayes, (Repair Service), as well as the runner-up, Karl Dinnauer (Adv.), are both on hand for this year's fray, as are the 1947 doubles winning team of Vic Hayes and Dick Haroff (Sales). Jim Jones (Sales) and Ellton Fleer (Development) who placed a very close second in the doubles last year, present a real threat to the defending champions.

Innovation

Something new is planned in the tournament this year by dispensing with classifications, and having only a men's singles division, a women's singles division, and a men's doubles division. The losers of the first round of play in each division will continue to play off a consolation bracket in that division to determine consolation winners.

With one of the finest arrays of talent in tournament history on hand for this year's fray, everything points to a highly successful and interesting tournament. Better be on hand for some of the matches and particularly the finals on March 1st to which everyone is extended a cordial invitation. It won't cost you a cent!

Pan American Way

Sheaffer's first Spanish Class "graduated" on January 23, after completing a grueling 14 week course.

Chuck Lopez, Export Department, guided an average of 18 hard-working students through the twists and turns of basic Spanish two evenings a week. Classes were held at the Sheaffer Club House.

Dolores Hudson, Advertising Department, represented the Activities Committee in helping Chuck organize the project, and skillfully handled many details throughout the course.

Qualified Instructor

Chuck is no novice at teaching Spanish, having previously conducted classes at the YMCA in Dayton, Ohio.

Born in Asturias, Spain, Chuck has lived in Puerto Rico and Panama. He spent two years in the Army before coming with Sheaffer's in November, 1946. If you ask him how he liked his Pan American project he will probably reply "My bien, mi amigo".

Basketeers in Mid Season

Battling their way through a difficult schedule, Sheaffer's Mens' basketeers, the White Dots, have almost held their own so far this season with 5 wins and 6 losses.

Paced by "Chuck" Boyer with 65 points to his credit, the squad is made up of Jim Jones (Sales), Bob Rhode (Lab.), "Chuck" Boyer (Tool Room), Darrell McPheson (Metal Fab), John "Pep" Kieger (Molding), Don Ramsey (Skrip), Quentin West (Pencil), Vincent Stigall (Radite), William Reeder (Pencil).

Coach Rollie Hensley (Pen Assembly) will announce the opponents for the two remaining home games, which will be played on February 10 and February 25 in the Sacred Heart Hall.

Bowling Briefs

The Pencil Assembly Keglers are pacing the Men's League by a nose, while the girl' Factory Office team maintains it's substantial lead. Here are the box scores to date:

MEN

	Wins	Losses
Pencil Assembly	22	8
Gold Nib	18	12
Shipping & Development	16	14

High individual game, Jack Richmond (Engineering), 225, High individual three games, Gene Davis (Screw Machine), 590, High three game team series, Plant No. 2, 2371, High Average, Gene Davis, (Screw Machine), 1756.

WOMEN

First place, Factory Office Team with 19 wins and 5 losses.

High individual game, Madalyne Steinmeyer (General Factory), 202, High individual three game series, Mary Cline (Pen Assembly), 469.

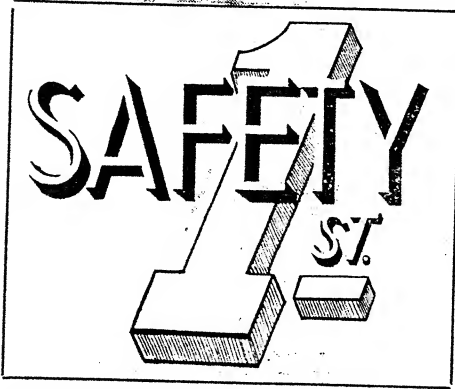
New Sheaffer Library

A new service offered by your company is the Personnel Department Library.

A choice of 160 books, grouped under the following general headings, is now offered in the Personnel Library.

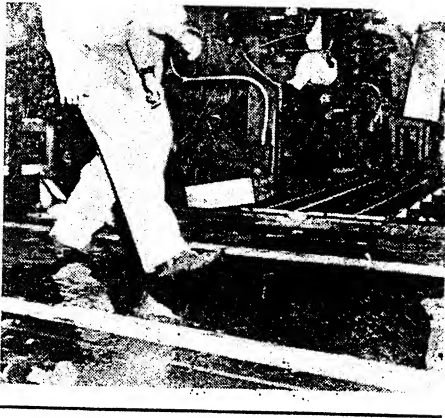
"Inspection, Quality Control, M. T. A.", "Foremanship", "Production", "Management", "Conferences and Conference Board Reports", "Industrial Relations", "Selection and Training of Employees", "Better Business Suggestions", "Engineering", "Government", "Economics", "Advertising and Salesmanship", and miscellaneous subjects.

Books may be checked out at any time. You are cordially invited to inspect and use this library whenever you can.



Hazards That Will Keep You From Growing Old . . .

SLIPPERY FLOORS



LONG, LOOSE LOCKS



CLUTTERED AISLES



Count 'Em Yourself Pause that Refreshes

On a normal working day, we perform 289,000 operations on Sheaffer pens, 960,000 operations on pencils. That makes 1,250,000 operations on Sheaffer pens and pencils alone—and that applies only to the Fort Madison plants.

Moreover, this figure does not include inspections, operations on repair parts, actual repairs, Skrip, desk sets, Stratowriters, Fineline pens, Fineline pencils, or Safeguard sets—just Sheaffer fountain pens and pencils.

To get out perfect merchandise, every one of those operations must be performed without a hitch. The law of averages is against the achievement of a 100% goal, but we can, and do, come mighty close.

Top mechanical quality in our products means more satisfied customers in a highly competitive market. This adds up to more security for you.

When we received our first Army-Navy "E" award, the Coca-Cola Company paid us a fine tribute by bringing their Spotlight Band Program to Fort Madison.

Due to the limited supply of Coca-Cola at the time, we could not return the compliment by installing Coke machines.

On January 6, the gleaming new machines appeared in our "Rest Period Retreats". Put a nickel in the slot, and presto-chango—you have a nice cold bottle of that "delicious and refreshing" beverage.



SELL:

Stair carpet and hall runner,
9' x 12' rug pad,
48" rollaway bed complete with inner spring mattress, practically new.
Cedar chest.
TEL. 2578LW.

SELL:

16' canoe.
TEL. 2136J.

WANTED:

Used phonograph records. Classical and symphonic ONLY.
TEL. Mt. Pleasant, 452 Red.

WANTED FOR PARTS:

Old, broken, or incomplete rifles, shotguns or revolvers, also Model 98 Mauser rifles.
TEL. 359W.

TWO WANT-AD WRITERS MEET

"Wl, wl, Chrlly I hvnt sn y in a lng time. Whre hv y bn kpng yrslf?"

"Bn wrkng nghts, Jk. Wht hv y bn dng?"

"Jst t bk from m vcatn. Wnt dn to Pm Bch."

"Pm Bch? Y pk th swl plcs, dnt yu?"

"Pm Bch is swl all rgh. I had 1 grt time. Whn is yr vcatn?"

"Cms in Dcbr. I'm gng fshng in the Gulf Strm."

"Do y lk the Mts?"

"I'm crazy abt them. They gve n a thrill that wrds cnt dscribe"

Sheaffer Chorus Active

December 18—Sheaffer Xmas Party

December 28—Eddy Howard Show

January 5—Sheaffer Sales Convention

Formed last November, the Sheaffer Girls' Chorus, and the reorganized Mens' Chorus, jumped right into the heavy schedule listed above. 17 men and 37 women make up the respective choruses under the direction of Elizabeth Soechtig. Frances Tallman, Stenographic, is their accompanist.

Officers Elected

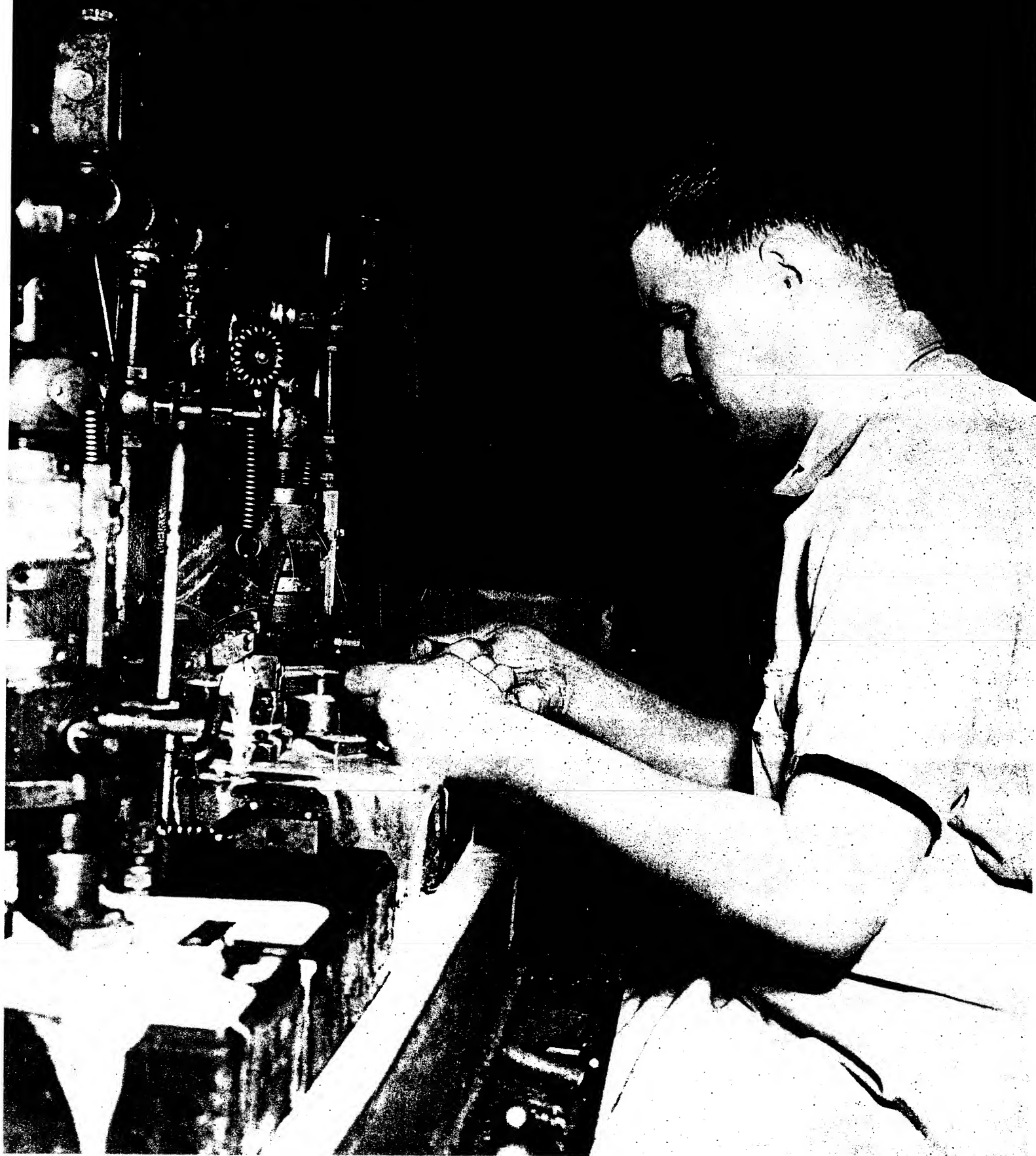
They were actually too busy with rehearsals and recitals to elect officers until the middle of January. Ruth Byrn, (Personnel), was then elected Chairman of the group, assisted by Delores Hudson, (Advertising), Betty Davis, (Laboratory), Dorothy Darnell, (Repair), Billie Mitchell, (I. B. M.), and Eleanor Johnson, (Personnel).

The Mens' Chorus elected Bernard Groene, (General Factory), President, Ed Hutson, (Receiving), Vice-President, Wilford Cramer, (Planning), Vice-President, Ken Hopkins, (Sales), Secretary, Leslie Hall, (Planning), Librarian.

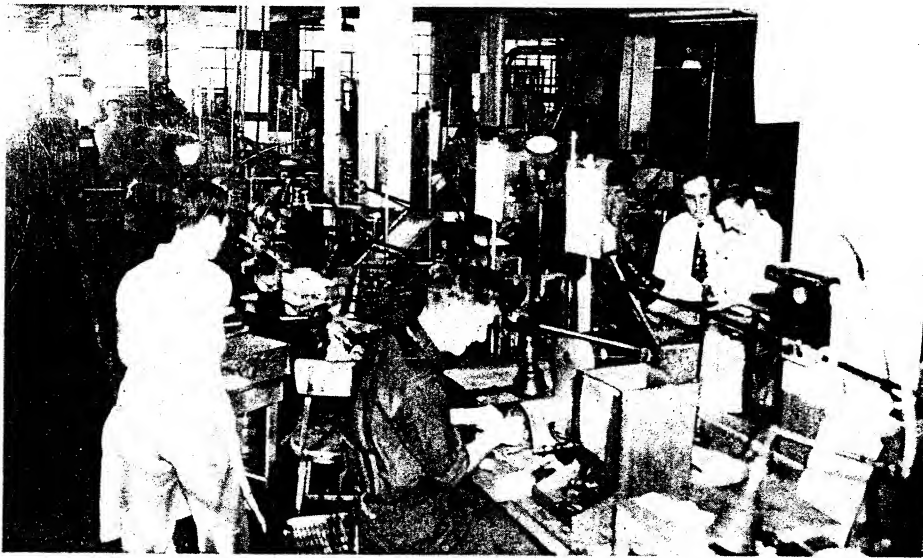
Plans for the future include performances for local groups, and radio broadcasts.

Move over, Fred Waring!

SHEAFFER'S *Review*



Holder Department . . . 1948



Holder Department Dates Back To 1917

Cos Young, rework operator, can remember the time when the Holder Department looked like the picture below. In those days, he was a "rubber turner" and hand-turned pen holders from hard rubber blanks. This was a far cry from the smooth flow of operations you'd see today.

Processes

Established in its present location in 1917, the Holder Department is one of the oldest in the company. 185 people now work in this section, which occupies most of the second floor of the building located on the east side of Fourth and H streets.

The Holder is primarily an assembling department. Semi-finished pen cap and barrel blanks are received from the Radite Department, a finished and assembled unit consisting of cap, barrel, feed, and section is finally

turned over to the Pen Assembly Department for final assembly.

The cap is pierced with an oblong hole to receive the box type section of the new spring clip. The cap, band, and clip are then assembled, carefully inspected and delivered to the fit table. Frank Meyertholen has worked with clips off and on for 24 years, so take it from him: "This new spring clip has everything else beat a mile. I've worked with loop clips and ear type clips. The new spring clip is a bit harder to assemble but it's more than worth it."

Original Invention

Sheaffer's offer customers a choice of a plunger or lever pen. If it weren't for the lever pen there would not be any Sheaffer Company. In the early part of the century when popular pens had to be filled with eye droppers and

other clumsy devices, Mr. W. A. Sheaffer invented the lever filling action which got this company started. Cora Dye, veteran bar and lever assembler, remembers the original lever and bar. "They were a lot harder to assemble than the current line lever and bar," Cora said. Twenty-nine years of this work makes Cora the department authority.

Vac Unit

Instead of the bar, lever, and rubber sac, a plunger pen is made up from a barrel shell and vac-fill insert. This insert screws into the end of the barrel. Margaret Schuck is one who makes certain each vac-fill unit functions perfectly before it is assembled with the barrel.

After assembly, both lever and plunger barrels are brought together with the caps on a "fit table". For 22 years Tillie Peterschmidt has been making certain that a cap fits its barrel on both ends and she can tell you that no two are exactly alike. Sensitive, practiced fingers can detect minute errors that must be corrected if Sheaffer quality is to be maintained.

The Holder Department also performs the finishing operations on all desk pens and sockets, as well as vac-fill units and barrel ends. In processing various parts, the Holder performs around 52 separate operations.

Radite II

Radite II, the new molded plastic, is hitting its stride in the Holder Department, too. There are always production obstacles to overcome, when a new material is introduced, but listen to Lee Skinner, department foreman: "Radite II is somewhat harder to machine right at first but it's nothing we can't work out. We had ten times as many problems when we converted to Radite from hard rubber in 1924."

Al Hetzer, assistant foreman and dean of the Holder Department, has this to say: "One thing I like very much about Radite II is that it's stable--won't shrink or expand." With over 30 years service Al should be in a position to know.

Quality Control

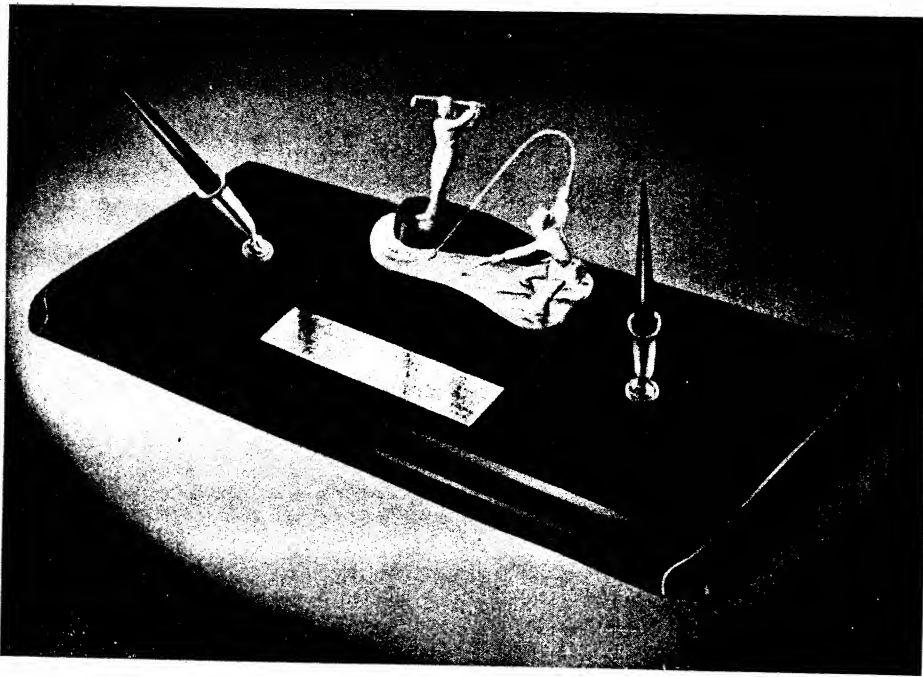
The Holder Department has been operating under our Quality Control program for around two years. According to Amos Older, inspector, Quality Control has cut down rejects about 90% and has cut scrap in half. Proof of the pudding!



Holder Department . . . 1917

A Masterpiece and Its Creator

Bill Bunn



Bill Bunn Designs \$2000 Desk Set

Nobody had ever before seen a desk set like the one pictured above. Nobody will ever see another exactly like it. The reason: It's a custom-built "original" created by our Industrial Artist, Bill Bunn, and the mold has been purposely destroyed. Sit back and listen to a rather amazing yarn.

Nine Chicago businessmen were treated to an enjoyable vacation of trout fishing and golfing on the West Coast last fall by a prominent executive. The nine guests wanted to present their host a lasting gift as a memento of the occasion. They wanted the very finest trophy desk set obtainable and wrote direct to C. R. Sheaffer.

Tailor Made

The project was then initiated by Bill Bunn, who sent the group a number of preliminary sketches. They chose one sketch and this was made up into a colored drawing 15" x 18", which was approved.

The custom desk set was made up of a 9" x 19" jet crystal base with two gold-filled sockets and a solid gold nameplate, engraved with the signatures of the nine donors. Mounted between the two pens was the figure of a fisherman in a stream and on a pedestal rising out of the stream, a figure of a golfer, both in 14K gold. W. K. Olson, Director of Development, will take over from here:

Procedure

"After the colored sketch was ap-

proved, detailed drawings were prepared to determine the proportions of the component parts, and to establish the relationships between the figures and the base. The figures were then molded in clay, and thereafter cast in Plaster of Paris. A segmental Plaster of Paris mold was made to fit around the plaster model. Wax figures were cast in the segmental Plaster of Paris mold, the wax figures being removed for further modeling.

The wax figures were then imbedded in a Plaster of Paris-like substance that is heat resistant. This becomes the final mold into which the molten gold was poured. The wax was melted and burned out of this final mold before the gold was poured in. **The gold casting was done in our own gold foundry here at Sheaffer's.** Sandy Fairlie, who casts our 14K gold "bricks" for Sheaffer nibs, made three separate castings for the desk set. After the casting, the mold was destroyed and

We are now offering "trophy" desk sets, for special presentations, as a part of the Sheaffer line. Lifelike replicas of game birds, golfers, boats, etc., can be mounted attractively on our large bases. Just another indication to our customers that if they want the finest, Sheaffer's can supply it.

the gold casting removed. Then the figures, in solid gold, were worked on with files and abrasives to obtain a polished finish.

The layout was designed by Bill Bunn and the engraving done by our engraver, Mr. Ziegler, who is regularly employed to engrave facsimile signatures on the gold-filled and solid gold bands of our writing instruments. **All the sculptured figures and the name plate are of solid 14K gold. No cores were employed to relieve the weight of gold but the figures are actually solid gold."**

Grant Wood Protege

W. E. L. ("Bill") Bunn, creator of this \$2,000 masterpiece, was a protege of Grant Wood, well known American artist. A few years ago, LIFE magazine devoted several pages to Bill's outstanding paintings of river boats. He has also exhibited in the Corcoran Art Galleries in Washington, D. C., the Chicago Art Institute and other galleries. He is recognized in "Who's Who in American Art".

When queried about the initials "W. E. L.", Bill answered, "That stands for William Edward Louis. There were two other Bill Bunn in Muscatine and my string of names made it less confusing."

Another glance at the trophy desk set picture should indicate to anyone that Bill doesn't need special initials to set him apart.



CHARLIE RHOER, Supervisor, DUFF EDLEN and GAIL CONLEE watch ROBERT FEDLER Face and Ream Barrel Ends



"COS" YOUNG Sharpening Tool



CORA DYE and CYNTHIA MANKA, Bar and Lever Assembly



ART SLY and LEE SKINNER (Foreman) Talk It Over

Holder D

MARGARET SCHUCK Tests Vac-Fil Units



FRED HETZER, RUBY DAVIS and TILLIE PETERSCHMIDT Fit Caps

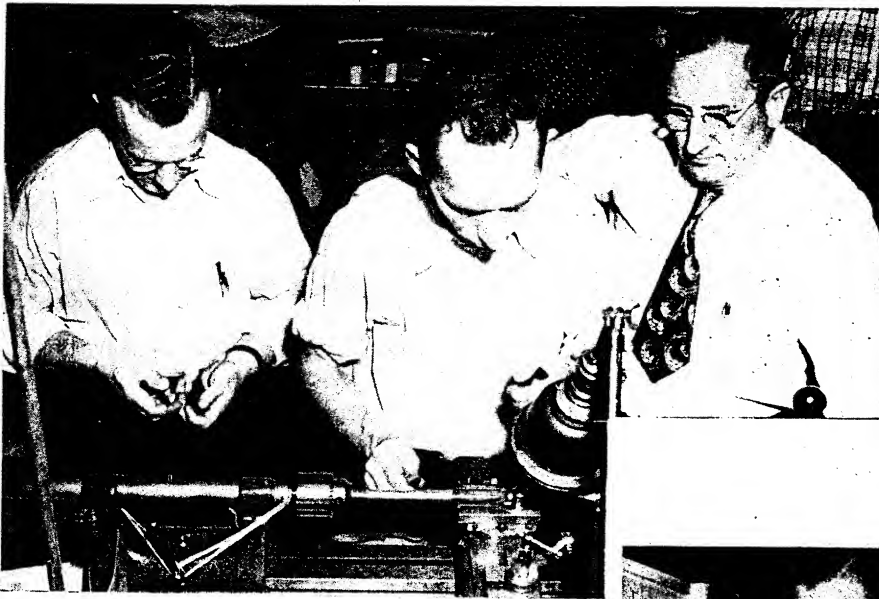


Department Manager BILL GILLETT Dictates Note to AGNES BARRON



MILDRED BRANSTETTER and GERALDINE HEROLD Polish Holders





HOWARD SENF and "POP" CROSS Double-Check
PAUL FOEHRING



BOB DODGE and JOHN BERGHOLD Make
Quality Control Inspection

pt. at Work



FRANK MEYERTHOLEN Attaches
Spring Clips



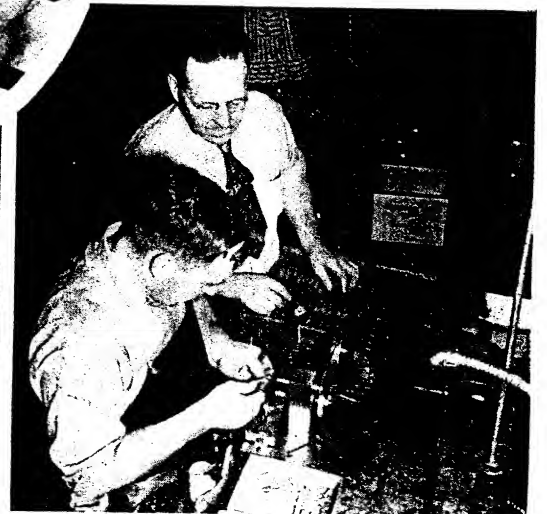
ROSE WILLIAMS Turns in Tray to
ERNIE MILLER
BILL GROSS in Background

AL HETZER, Ass't Foreman, Has Longest
Department Service



AMOS OLDER "Inspects the Inspectors"
SYLVIA HOTZ and GERDA NELSON

CLARENCE INGLES Shellacs Barrel Ends
While ERNIE BLACK Looks On



SHEAFFER'S REVIEW

Vol. 1 March, 1948 No. 3

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Women of the

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San Francisco.

Export Division, Fort Madison, Iowa
Printed in U. S. A.

ELIOT D. A. REED

Your WASPCO Council

You have a direct line of communication to top management available to you.

Every year you will help elect a man or woman to represent you and your department in regular monthly meetings which are followed by sessions attended by the President of the company, Works Manager, Superintendent of Manufacturing, company Secretary, and Personnel Director.

This is a means whereby you as an individual employee can present your personal problems to your management when these problems are of such a nature that they cannot be dealt with by your Supervisor, Foreman, or Department Manager.

Your elected Department Councilor is your contact man. You can take your problem to him personally or you can write up your suggestion and put it in the Council Suggestion Box. Either way you choose, you may rest assured that your question or suggestion will be taken up with top management.

The W. A. Sheaffer Pen Company (WASPCO) Council is the result of a suggestion made by two employees in 1937. This, perhaps, is typical of the spirit of teamwork which has made this voluntary plan a success from its very inception.

Profit Sharing Checks Are Money

Most of you have played bingo. You know that the monotonous drone of the caller singing out numbers has a hypnotic effect. Every once in a while you realize you've been listening to the voice, but the numbers made no impression.

Since 1934, we've been receiving a share in the profits of our company at regular intervals. The first 3 years, the payments came once a year—and made quite an impression even though they only averaged a little over 4%. Now we participate in the company's profits—over and above our regular pay—every three months. Most of us are mighty happy to see profit-sharing payments roll in. But even though the average profit sharing per cent is more than four times the original figure, it may no longer make the impression on a few of us, merely because we're used to it.

We got curious the other day, and asked the Accounting Department boys what had been paid out in money. Percentages are always vague. Here's what we found out:

Since 1934, the Sheaffer Pen Company has paid out in extra profit sharing payments—over and above wages and salaries—\$5,699,772.75.

That's money—and a lot of it.

For Loyal Service

Once more it's a privilege to recognize long and faithful service. Pictured below with C. R. Sheaffer, are three men who have rounded the quarter-century mark with this company.

GEORGE HUNDT, Holder Department, started working here on 1/29/23. He does holder repair work. His hobby is gardening, he has two boys and two girls.

MARTIN SCHLICHER in the Holder Repair Department is an expert in working on sections. He started with Sheaffer's 1/31/23, has two girls and a boy, and likes to do a little cabinet work after hours.

FRED HETZER came with the company one day after Martin Schlicher. Fred is a cap-fit instructor in the Holder Department, has a pair of boys, and also likes woodworking for relaxation.



GEO. HUNDT, C. R. SHEAFFER, MARTIN SCHLICHER, FRED HETZER

Bill Board

If Veronica Manka (Screw Machine Department) has anything to say about it, Avenue G will be changed to Tin Pan Alley.

Veronica, who has been writing songs for about 10 years, made a favorable impression on Eddy Howard when she sent him one of her latest compositions.

Your Sheaffer Parade star said, ".... Miss Manka writes very well and writes a very coherent song. I have since talked to her long distance and she is sending me a couple more, which I will try to put into the right publisher's hands here in New York."

When asked her opinion of Eddy Howard, Veronica needed only one word to answer. "Marvelous!"

Bowling Briefs

The girl's Factory Office team is coming into the home stretch out in front—and all alone—with 33 wins and 6 losses. Mary Cline (Pen Assembly), whose smooth bowling form is portrayed below, tops the ladies' league with a 469 three game series.

The men's race is much closer:

	Wins	Losses
Pencil Assembly	32	13
Shipping	25	20
Tool Room	24	21

High individual game, Jack Richmond (Engineering), 225; High individual three games, Gene Davis (Screw Machine), 590.



MARY CLINE IN ACTION

Table Tennis Match Closes

Moving into the final week of tournament play, five contestants are still in the running for the 1948 Sheaffer Table Tennis Crown. From performances given to date, Dick Haroff and Jim Jones loom as formidable contenders for the title, although Wayne Hughes and Spencer Smith are not to be considered anything but dangerous as well as defending champion, Vic Hayes.

In the doubles play, a major upset occurred when the team of Hughes and Murphy edged past last year's runners-up, Jones and Fler, to place themselves in the finals play-off. Their opponents will be the winners of the Hayes-Haroff (1947 champions) and Consbrock-Boyles contest.



HAROFF HITS IT

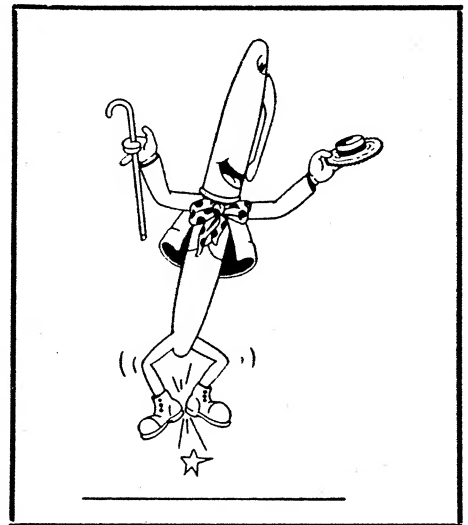
All Championship games, including singles and doubles finals as well as the consolation finals, will be played on the night of **March 1st at the Clubhouse.** Better be on hand!

Welcome Mat

A hearty handshake to the following new people who have joined us recently:

Jean Bell, (Steno.); Bernice Turner, (Com. Sales); Annabelle Privia, (Com. Sales); Betty J. Mohart, (Repair); Rosemarie Baker (Personnel); Delphine Johnson, (Pen Assembly); Shirlee Hawes, (Pen Assembly); Donald Byrd, (Screw Mach.); Norma Fraise, (Holder); Paul Conratt, (Molding); Wilbert Niggemeier, (Molding); Georgann Bailey, (Pen Assembly).

SHEAFFER'S NEW GREMLIN



Introducing Peter Pan

Pictured above is a little guy you may as well meet right now, because you'll be seeing a lot of him around the plant from now on. His full name is Peter Pen, but he says you can call him "Pete" for short.

Background

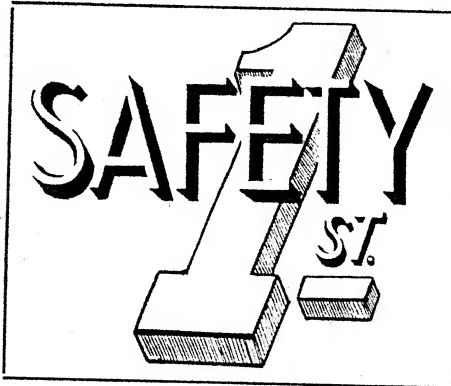
Pete came with the company sometime in 1913, but up until now he's been hiding behind machines, underneath desks, and in confidential file drawers. As a result, he knows all the company secrets and is in a good position to spill the beans every once in a while.

Pete's passport to the visual world is Ted Papajohn, a skillful commercial artist in our Drafting Department. Ted has promised Pete he'll take time off from lithograph drawings to picture him in the Review once in a while.

Hobbies

Pete's hobbies are writing letters, signing checks, and jotting down notes on the backs of old envelopes. He takes an occasional drink (Skrip, of course), is inclined to be a bit snobbish around competitive pens, and is slightly old-fashioned in that he refuses to write under water.

You'll get to know him better. Drop him a line in care of the Review whenever you feel like it. He'll be glad to answer pronto because his long suit is writing—smoothly.



You Can't Buy New Eyes

98% of all eye accidents can be prevented.

Plain, uncorrected safety (shatter-proof) glasses or goggles are furnished by your company—free.

If you now wear glasses and would need corrected lenses when ordering safety eye-wear, your company will bear a good part of the expense.

A pair of corrected safety glasses can be obtained for as little as \$2.00 complete. Your Foreman will give you details.

Safety glasses will protect your eyes from all of these causes of eye-accidents:

By flying particles.....	80%
By tools or machinery.....	8%
By splashing liquids.....	7%
By explosions.....	2.5%
By falls.....	2%
By infection.....	.5%
TOTAL.....	98%

In 1947, more than one out of every ten Sheaffer employees experienced some kind of eye injury, and 29 of these were so serious they required the attention of a doctor. All of these could have been prevented.

Braille is hard to learn. Seeing-eye dogs are costly.

If your job requires safety glasses, play it smart by ordering them today.

"On the Cover" →

This month, Bill Gaston shows you how to work a process machine, which cuts lever slots and fingernail recesses on pen barrels. Bill came to work in the Holder Department in 1934 and, with the exception of a two-year hitch in the Navy, has been with the department ever since.

New Construction Makes Filling Easier

A major change in Sheaffer pen construction has been hiding under a bushel basket. The new, self-contained, vac-fill unit which was developed in the Holder Department a year or so ago didn't change the outward appearance of the pen. Consequently, customers weren't aware of the improvement and they still couldn't understand how a plunger pen worked.

On the new plunger pens which should be coming along soon, three turns unscrew the entire barrel shell at the joint above the thread ring. This reveals the new transparent vac-fill insert. Here's how it works: Pull the plunger rod out, immerse the point in Skrip, push the plunger rod down and there you have it.

Easier To Make

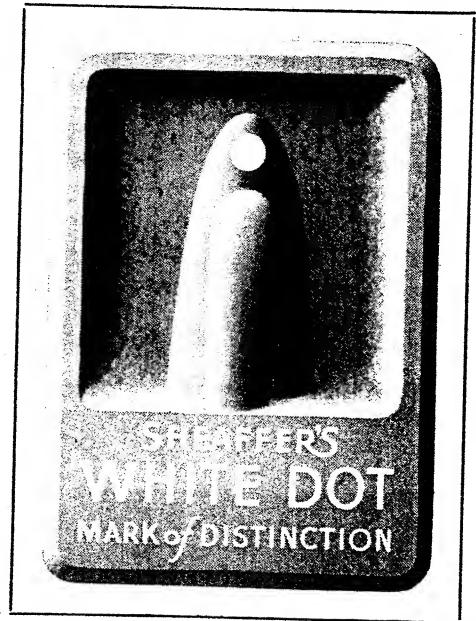
First, from a manufacturing point of view, the new construction eliminates the barrel cap. A plunger barrel can now be molded in one piece. The Engineering Department is working up a method to make the lever and vac barrels interchangeable.

Easier To Use

Up until now, our vac-fill principle was a tough one to get across to a customer. With the new pen, when they try to "pull" the Skrip up, by pulling the plunger rod out, they'll see where they're wrong.

Easier To Sell

The most inexperienced sales clerk will now be able to change nibs in the



White Dot In Metal Caps

Sheaffer's White Dot, famous symbol of top quality, will soon be inserted in all solid gold, gold-filled, and Mastermetal pen and pencil caps.

Lynn Martin, Manager of the Development Department, was a bit indignant when asked if a dot in a metal cap wouldn't be likely to fall out. "We did it the hard way just to make sure it'll stick," said Lynn. "A gold-filled eyelet is first pushed through a hole in the metal cap and crimped underneath. Then the plastic white dot is inserted, heated from the inner side of the cap, and mushroomed to form a tight, positive fit. They've undergone prolonged test periods at 158° F and they all stay put."

White dots on metal-capped pens and pencils should be going through the Metal Fab Department around March 15. Mt. Pleasant will, of course, put their own white dots in Stratowriters.

Lynn Martin has promised he will personally eat every white dot that falls out of a metal cap.

same size pen by merely unscrewing one entire unit and screwing another one in.

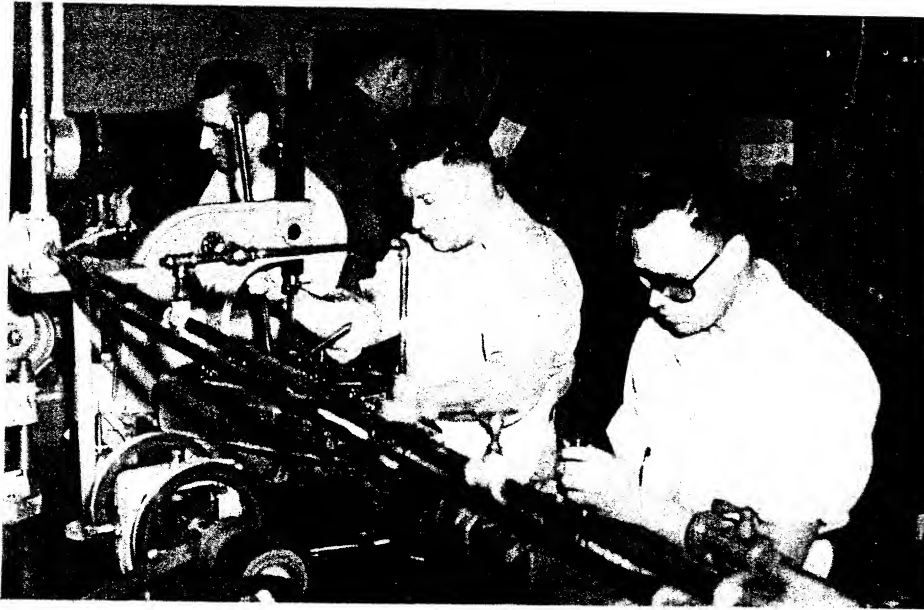
The factory likes it, our salesmen like the idea, and—most important—our dealers and Mr. and Mrs. John Q. Public are pleased because it's easier.

SHEAFFER'S
Review

APRIL 1948



Left to Right—JAMES DAVIS, MEREDITH METSKER, WILBERT ORT



Holder - Repair and Feed Departments are Vital Spots

A casual glance at a Sheaffer Triumph feed probably wouldn't impress you much. It's a black cone-shaped piece of hard rubber beneath the gleaming gold point. It lacks glamour—is short on what the advertising boys call "eye-appeal". But pen makers well know that it's impossible to make a good pen without an efficient feed. It's a most vital part of any fountain pen. That piece of hard rubber, with its hidden holes and channels and its numerous tiny fissures (comb cuts) actually performs all of these important functions:

1. Directs the fluid to the writing

point.

2. Meters and directs air to the fluid reservoir.

3. Diverts excess fluid from the writing point.

4. Returns this diverted fluid to either the reservoir or the point at the proper moment.

5. Holds, at all times, enough fluid close to the writing point for instant starting.

6. Perfectly balances the fluid capacity of the reservoir.

The feed is the safety valve in a fountain pen. Its capacity for writing fluid depends on the number of tiny

fissures (comb cuts), holes, and channels it contains. The larger the capacity of the feed, the less likely a pen is to leak. **The capacity of a Sheaffer cone-type Triumph feed is greater than any other fountain pen on the market.** To control the large fluid capacity in a Sheaffer pen, extremely close tolerances are necessary.

New Plant

The new Feed plant on 13th Street is set up to handle this exacting work in a very efficient manner. Francis Mead, our newest Foreman, has hustled plenty to put his house in order, and can be justly proud of a truly streamlined plant, complete with air conditioning.

This department is heavily sprinkled with experienced employees. Nina Henderson, Della Haessig, Otto Helling, Ed Simmons, Johnny Rhode, Bill Comstock, and Leo Holterhaus can add their length of service together for a total of over 160 years.

Holder Repair

The average Holder Repair worker is something like the craftsman of old—he can take a job and carry it right through to completion. That's because most operators in this department are capable of doing their own jobs well—and can handle most other jobs in the department to boot.

Although the Holder Repair Division, being located directly south of the Radite Department, is separated from the regular Holder Department, it is essentially a part of the Holder Department. The function of this sub-department, Holder Repair, is to process pen parts for repair use. The parts are received from the Radite Department and are completed in the Holder Repair, then delivered to the regular Repair Department to be used on repair service.

Vic Sharp, Foreman, who has been with the company 21 years, does a bang-up job of supervising this newer department. Myrtle Colvin, Fred Berens, and Martin Schlicher have all had over 20 years of experience and bolster Vic's department up considerably. In addition to regular production of repair parts, this department saves the company a great deal of money by salvaging all valuable parts from repair scrap such as old gold, etc.

Quality Control

White charts, about 9" x 12", are so prevalent in both of these departments that a stranger might think he's stumbled onto a one-cent sale. These charts mean, of course, that Quality Control is constantly at work—pushing our level of efficiency steadily upward.

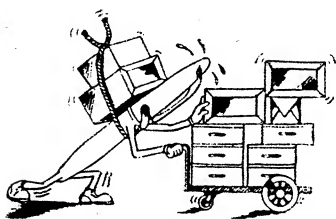
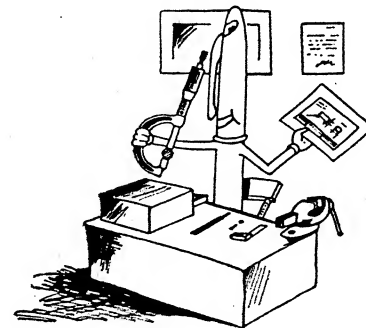


Quality Control At Work—WAYNE KEELER and FLOSSIE JACKS Check OTTO HELLING

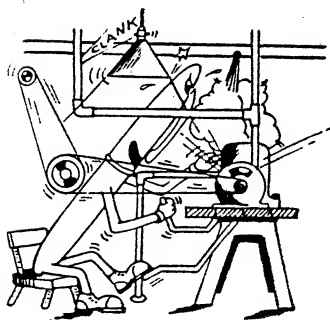
How Much Is Your Job Worth??

So that your wages will be in line with those of others who do similar work, all jobs, office or factory, have been evaluated according to their relation to each other. **Remember, the job is evaluated—not the person.** Naturally, some jobs rate higher than others. Here are the four factors considered in evaluating a job:

Skill Pete Pen, our good friend over to the right, shows you a few things a job might require in the way of skill: Specialized experience. Ability to read blue prints and work a micrometer. Maybe a particular job requires a certain amount of formal education. Another job might require, normally, eight months training before it can be mastered. Or it might call for three years of previous technical experience. The more all-around skill a job requires, the higher it rates in this one category.



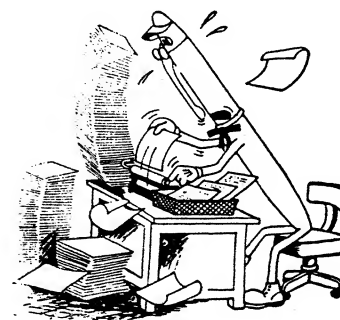
Effort Poor Pete. The job he's doing at the left is something that wouldn't even appeal to the Volga Boatman. Even so, it rates tops in effort because it requires "strenuous physical exertion while working continuously with heavy weigh material." As such, it would get a lot of points in the "effort" category. Nib-smoothing also rates high for effort because the job requires a lot of coordination, although there isn't much physical exertion involved.



Working Conditions Some jobs are just plain noisy and there isn't much anyone here can do about it until there is an improvement in the operation of the machine. Some jobs are dirtier than others. Some are more dangerous. As far as Job Evaluation is concerned, as working conditions become worse the rating increases. On our left, Pete is taking his life in his hands to give you an example of bad working conditions. Of course, the picture was taken elsewhere, because there aren't any exposed belts around Sheaffer's!

Responsibility No, Pete is not a 2nd Lt. in the Chair Corps. If you'll observe closely, you'll notice that he isn't even in the army, because he's only making one copy of everything. Pete is working at a job that requires a lot of responsibility. If he muffs the ball, his company loses a lot of money. Therefore, the job rates high in "responsibility".

So there you have it. Your job has been rated—evaluated—in relation to all other jobs according to the skill, effort, working conditions, and responsibility involved IN THE JOB. Personalities don't enter into it. Therefore, you can be sure your wages are in line with those doing similar work.



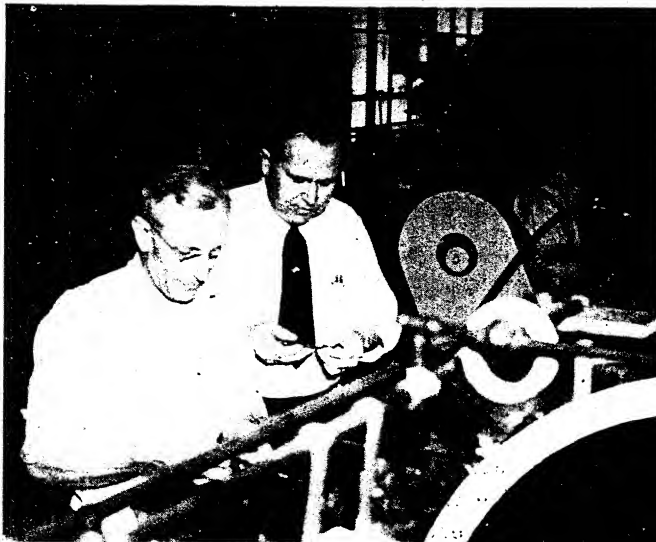


MYRTLE COLVIN, ESTHER MOORE, GLADYS ANDREWS, JUNA JOHNSTON,
BETTY COMSTOCK, NORMA KENNEDY



RALPH KAMP Grinding Finger on Feeds

VIC SHARP, Foreman, Checking MARTIN SCHLICHER'S Work



Holder - Repa

Fee

Lathe Operator ERNIE BUFFUM At Work



BARBARA ANDERSON and DOROTHA PATTON Pushing Inserts



FRANK CROSKERY Fumicing Caps For
FRED BERENS





NINA HENDERSON and LEO HOLTERHAUS



HERBY HUDSON Checks Feed in Shadowgraph

and

EDDIE HARTMAN Center-Fissuring Feeds



Departments

FRANCIS MEAD Checking JOHN RHODE's Drilling



BILL COMSTOCK Puncticing Feeds



SHEAFFER'S REVIEW

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EDITOR D. A. REED

Facts About Cancer

188,000 Americans will die of cancer this year. Cancer kills one person in every eight. It is second only to heart disease as a cause of death.

Any of us might unknowingly have cancer right now. Any of us could get it tomorrow. Not a very pretty thought, perhaps, but the only way to conquer this frightful disease is to get it out in the open. The most dangerous thing about cancer is our own fear and general ignorance of it. Read these facts which the American Cancer Society offers:

First, cancer IS curable—if discovered early and treated promptly.

Second, it is NOT contagious.

Third, it is NOT inherited.

1. Learn the symptoms: A lump no matter how small or painless; any irregular bleeding from any of the body openings; a persistent cough or hoarseness not caused by cold; any digestive distress appearing in a person thirty-five or over; any sore, no matter how small, that does not heal within ten days; warts or skin blemishes that change their form or rate of growth. These are the danger signs that may mean cancer.

2. The disease is localized at the start. It is easy to destroy in the early

local stage. If permitted to spread, there is almost no chance of cure.

3. Get a complete physical exam at least once a year. See your doctor without delay if any of the danger signals appear between times.

4. Beware of quacks. "Sure cures"—salves, ointments, etc.—are dangerous frauds.

For your own protection—learn the danger signals. If any of them appear, seek medical advice immediately—to get reassurance in case actual cancer is not present—to get the early treatment which holds out the greatest hope of cure in case it is.

For further details visit your local chapter of the American Cancer Relief Society. It's located on the second floor of the Hesse Building and an appointment can be arranged with the welfare nurse on duty.

ON THE COVER



Byron Cummings started with Sheaffer's 22 years ago. On this month's cover, he's pictured grinding cones on cone-type feeds. Byron is the expert on this operation because he's been doing it since 1941.

For Loyal Service

This month the "Review" pays tribute to four fine people who have rounded out over thirty years of service, and one with 25 years.

Nina Henderson (not pictured) started on 1/26/18, and is so fast at grinding and notching tails on cone-type feeds that she makes the younger operators in the Feed Department take notice.

Ray Brown has served thirty years in the Gold Nib Department—first grinding nibs, now inspecting. His starting date is 1/24/18.

Bernard Muerhoff, also of the Gold

Nib, has worked almost all operations in that department. "Benny" started on 3/19/18, and can remember when there were only ten or eleven nib grinders in the whole department.

Causma Young has been "loaned out" to other departments from time to time, but his thirty years of service have been mainly in the Holder Department. "Cos" started on 4/15/18, and is now doing rework jobs.

25 YEAR MAN

William C. Jamerson, (not pictured) Gold Nib Dept., just turned the quarter-century mark, starting on 3/19/23.



BERNARD MUERHOFF



RAY BROWN



CAUSMA YOUNG

FINALISTS—Left to Right—VIC HAYES, DICK HAROFF, FLOYD MURPHY, WAYNE HUGHES, DONALD RAMSEY

A LITTLE HIGHER, PLEASE



Table Tennis Tourney Winners

A spectacular finish, climaxed by upsets in all divisions, brought the curtain down on the 1948 Sheaffer Table Tennis Tournament which was sponsored by the Sheaffer Activities Committee.

Top Man

In the singles play-off, Dick Haroff (Merchandising) annexed the title after downing Vic Hayes, (Repair Service) defending champion, in a hard fought battle that went the seven-game limit with the final count, 4 to 3. Haroff had to come from behind—being on the short end of a 3-2 game count—to gain victory and the championship.

Comeback

Another startling upset occurred in the doubles division when last year's champions, Vic Hayes and Dick Haroff, fell before the blistering attack of Wayne Hughes (Holder) and Floyd

Murphy (Holder). Once again the issue was decided on the strong comeback performances of the new title-holders, who at one time were trailing 3-1. Playing steady table tennis, Hughes and Murphy crawled back into the contest, finally edging out a 4-3 win.

Donald Ramsey (Skrip) became the consolation winner by dropping favored Leland Boyles (Drafting).

2300; Mildred Horner, Retail Sales; Belvie Cale, Feed; Paul Kamp, Plating; Theresa Lange, Pen Assembly; Gene DeVol, Cost Accounting; Marilyn Kirchner, Club House; Donna Brentise, Pen Assembly; Frank Dinwiddie, Mail Room; Lois Ferguson, Pen Assembly; Wanda Antonson, Cashiers; Charlie Morse, Metal Fab.; Robert Smith, Molding; Artie Hall, C. I. 2500; Vera Rust, Pen Assembly; Betty Persinger, Pen Assembly; Edith Eaton, Pen Assembly; Ruth Ames, Metal Fab.; Joann Rhoades, Stock Records; Darrol Shreve, Shipping; Sallie Kelly, Pen Assembly; Alice Kelly, Pen Assembly; Edward Yager, Engineering; Sara Arthur, Credit; Oma Sandrock, Retail Sales; Rose M. Baxter, Pen Assembly; Mary D. Lepp, Metal Fab.; Marilyn Grove, Pen Assembly; Harold Herbert, Pen Assembly; Clyde Fultz, Maintenance.

Welcome Mat

Meet some newcomers who have joined us recently:

George Branch, Screw Mach.; Keith Chance, Molding; Rebecca West, C. I.

Basketeers

Wind Up

After getting its second wind, the Sheaffer White Dots, men's basketball team, won enough games to wind up their season on the top side of an 11 to 8 count. Although they got off to a slow start, their best combination finally began clicking.

Jim Jones (Sales) paced the team in total points. Chuck Boyer (Tool Room), Pep Krieger (Molding), Bob Rhoades (Lab) and Bob Marshall (Gold Nib) rounded out the first team.

Darrell McPherson (Metal Fab), Don Ramsey (Skrip), Quentin West (Pencil), Vince Stigall (Radite), and Wm. Reeder (Pencil) gave the squad the reserve depth it needed.

Leadership

Manager Milton Danley (Metal Fab) and Coach Rollie Hensley (Pen Assembly) guided the squad through a schedule which took them away from home on nine different occasions.

The season was topped off with a tournament at Lomax, Illinois, where the White Dots won three and lost one to take third place.



HANDLING MATERIALS

Fingers are pretty handy things to have around. If you don't believe it, just try eating with your toes sometime.

All of us have, at one time or another, day dreamed our way into smashing a fingernail with a hammer or pinching our thumb in the door while working around the house. Records show that you're three or four times as likely to get hurt doing odd jobs at home than you are at work.

The majority of us, surprisingly enough, still have most of our fingers. But start noticing your neighbors' hands and you'll see quite a few nasty scars, missing finger tips, and sometimes one or more fingers off. THESE PEOPLE WILL TELL YOU THAT THE ACCIDENT COULD HAVE BEEN AVOIDED. Let's try to hang on to our fingers a while longer by following these suggestions:

1. KEEP YOUR HANDS IN THE CLEAR AT ALL TIMES. This applies in all instances whether operating machinery, working around moving parts, handling materials, or using hand tools.

2. WEAR HAND PROTECTION—such as hand leathers or gloves when handling rough, sharp, or hot objects—but not around moving machinery.

3. USE SPECIAL TOOLS—such as tongs, pliers, or bars for special handling jobs.

4. KEEP YOUR MIND ON THE JOB, REFRAIN FROM HORSEPLAY, especially when carrying, lifting, or otherwise handling with someone else.

5. OBTAIN IMMEDIATE FIRST AID OR MEDICAL CARE—for even the slightest injury if it happens. Even a small puncture through the skin covering is like an open door for thousands of harmful germs.

AND REMEMBER—

WHEN YOU HANDLE MATERIALS...
HANDLE WITH CARE!!!!

New Angle On Hats

There's nothing that goes to a woman's head like a hat. Nor is there any season when a new hat is so essential to a woman's well-being as in the Spring.

Men wear hats to keep their heads warm, clean, or from being bashed in. Women wear hats for the sake of hats. There is a little of the Lily Dache or Heddy Hopper in every woman. Sheaffer women are no exception.

So here are a few of the latest tips on hats, and you don't have to keep them under yours!

Variety

Round head fitted crowns lead the parade with a few squared and high for the forward sailor. (We mean a hat, not a man. All sailors are forward, for that matter.)

Flowers, perky bows of plaid and striped crisp taffeta ribbon, and nylon



net in pastel shades furnish this season's trim for "new look" head coverings, reminiscent of the Victorian era.

The little number you select may be fashioned of straw of all kinds in black, brown, navy, pink, mauve, red, or Kelly green, or you may prefer the more conservative light felts.

Fit the Face

Sailor, off the face, and roller brims furnish the variety needed for every type of face and for every sort of hat-wearing occasion.

Whatever the crown, trim, material, color, or brim—the right hat will do wonders for every woman. And the right hat on the right woman does something to her favorite man.

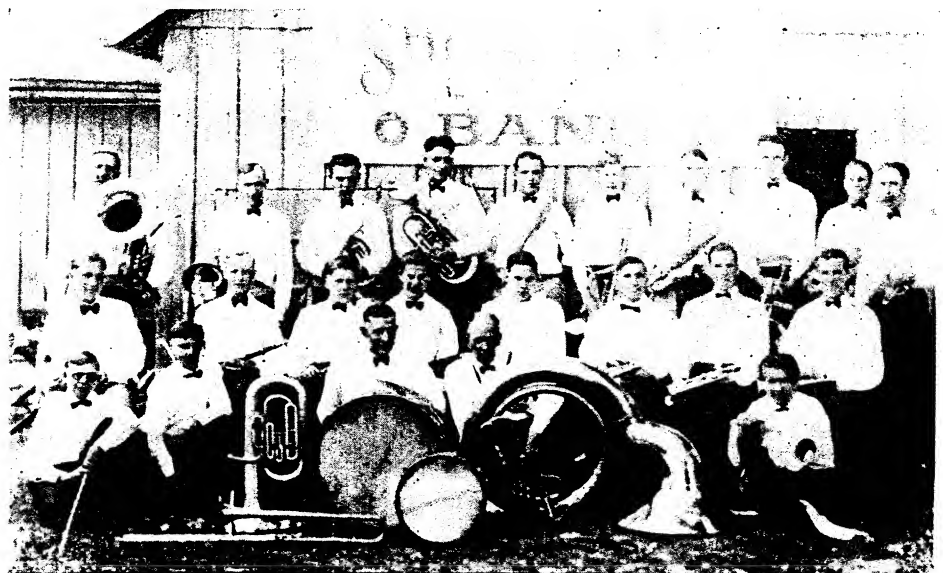
Doesn't it?

WHO CAN REMEMBER

"Way back when," a group of highly skilled musicians combined their talents to form Sheaffer's Lifetime Band.

With great gusto, they played at picnics and parades, keeping time with the beat of George Hundt's bass drum.

See how many you can recognize before you refer to the names. Anyone know who the two unidentified young fellows in the bottom row could be?

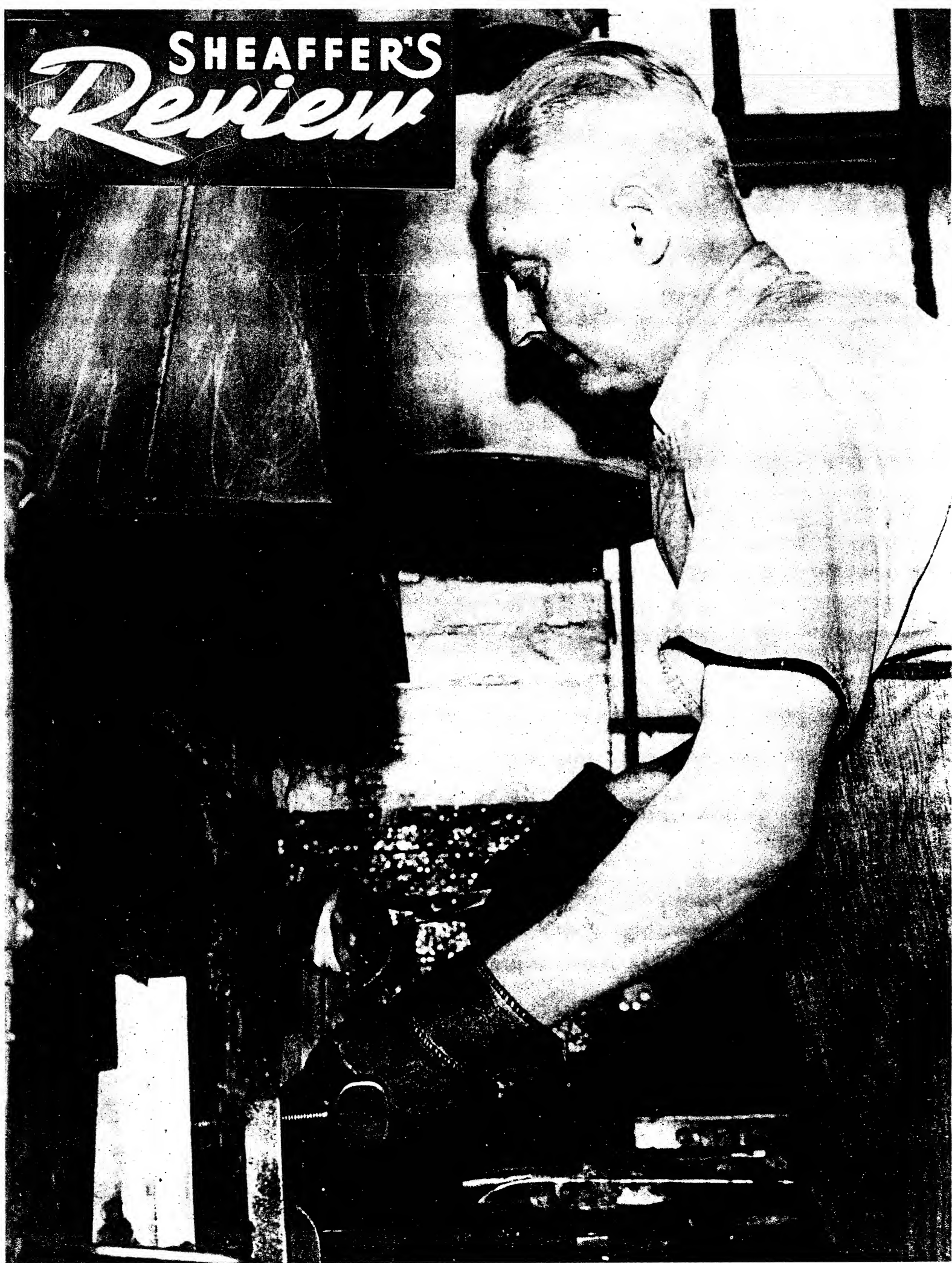


Top Row—Wm. DeVol, A. B. Brookhart, Gabby Smith, Karl Stempel, Bud Mitchell, Nelson, John Hancock, Franklin Childs, Archie Cowles, Ben Williamson (Director).

Middle Row—W. Bray, Ed Klesner, E. Brayton, Jim Fortune, Ken Swenson, Frank Dobson, Pettis, Al Pollmeier.

Bottom Row—Nelson, ?, George Hundt, Ed Simmons, ?.

SHEAFFER'S *Review*



Gold Nib Is Heart of Pen

The slogan "When It Comes to Writing, Come to Sheaffer's" would have a hollow ring if it weren't for our custom built gold nib. Handwriting is as varied as fingerprints. These variations must be met with a point that fits the hand, just as a shoe fits the foot.

An accountant can get a Sheaffer pen with an accountant's point that has been especially ground for him. If a woman takes shorthand, we make a special Gregg-endorsed shorthand point for her, this shorthand pen even has the word "shorthand" stamped in shorthand on the barrel in gold leaf. Composers of music require a very special flexible three-prong nib. Naturally, they can get it in a Sheaffer pen.

Pen points have often been compared to the engine of an automobile or with the lens of a camera. The nib is the heart of the pen. Our company was founded by a jeweler who knew the value of the precious metal and of true craftsmanship. Here at Sheaffer's, we are especially concerned with the quality of our gold nib because we are the jewelers of the pen industry.

Triumph

Years of experience at hand-grinding quality nibs have led up to the development of the cylindrical Triumph nib—the most difficult style we've developed yet. Let Pete Jungbluth, head of the Gold Nib and Assembly Departments, tell you something about it. "In making this Triumph nib", says Pete, "there are 95 operations. All of these must be held to very close specifications in order to get the finished product quality we demand in all Sheaffer products. The point tipping material is the best we can buy. It is called osmiridium and is a combination of osmium and iridium—two of the hardest metals known. Our points will write smoother and will wear longer because of the high quality of our point-tipping material. We hand-grind our nibs. It is not advisable to machine grind a nib that uses point-tipping material as hard as Sheaffer's osmiridium."

The Triumph nib begins with a 24-kt. gold brick which we buy from the government. By melting this pure gold up with silver, copper, and other ingredients, we alloy it to 14-kt. ingots. These gold bars are rolled down into the thickness desired for making our pen nibs.

Right-- Bill Kipp

It takes a real craftsman to hand-grind a gold nib. Bill Kipp has been doing it longer than anyone else in the department.

One of the fastest, most consistent grinders, Bill can "tailor" any type of a nib a customer might order.



The thin strips of gold are then blanked out into nib forms and a large piece of osmiridium is fused into the tip of each form. In fusing, the gold at the tip is melted around the osmiridium over a very hot jet. The melting point of gold is 1,938°F, while it would take more than 6,000°F to effect the osmiridium.

Then we "form roll" the blanks to give us the desired shape. These rolls must be held very close. They are re-ground when they wear as much as .00025". Following this we have a number of press operations which stamp the name "Sheaffer" on the nib, put in the heart pierce, and shape the tubular form. Then the nib is slit from the osmiridium tip to the point of the heart shaped pierce on a high speed revolving disc.

Tailor Made

The next major operation is hand grinding the nib. This is a very highly skilled job and requires extensive training. We owe our reputation for custom made points to the men and women who grind our nibs. They are the true craftsmen of the industry. Each nib up to an extra-fine grade has on the back two small side cuts. This permits the user to write, for instance, a medium line on the writing surface and to turn the pen over and write a very fine line.

Gold Salvage

The salvage program in the Gold Nib Department is a bit out of the ordinary. A tremendous cyclone suction unit draws all gold dust particles from the air, sifts them through cloth bags, and shakes them down. Everyone who handles gold wears an apron and these aprons are all laundered in the department. This water then goes into a series of settling tanks and the residue is burned. The wash water from the sinks ends up in the same place. All rags, papers, and floor sweepings are burned. When floor boards need replacement, the old boards are burned. The remaining ashes are literally "worth their weight in gold".

Masters

The craftsmanship required to make a Sheaffer nib is not learned in a day, or in a year. All of the Gold Nib people listed below have had over 25 years of service:

Alice Hirschler	Homer Shoemaker
Maude Tufford	Bernard Muerhoff
Hilda McMillan	Francis Davis
Eletha Green	Charles Brown
Wm. Jamerson	H. Bohnenkamp
Ray Brown	Eric Norblad

Experience of that kind adds up to top quality. It makes our advertising slogan mean exactly what it says:

"WHEN IT COMES TO WRITING, COME TO SHEAFFER'S".

Sheaffer Advertising Pencils are Top Quality

Maybe you've seen some Finline advertising pencils in Dana Bushong's window. Maybe you have one of your own. For the benefit of those who have never seen nor heard of one, a Finline advertising pencil is a \$1.50 Sheaffer pencil with a picture or a trademark printed on the white pearl center section.

Sounds simple, doesn't it? But listen to Karl Dempsey (Planning) for fifteen or twenty minutes and maybe you'll change your mind.

Karl, who handles all of our advertising pencils in the Planning Department, will tell you that the picture or trade-mark reproduced on the pencil is the result of an intricate lithography process—(don't go away! we'll try to make it painless).

Craftsmanship

Here's how it works: When we receive an illustration of a trade-mark to be reproduced on a pencil we send it to a die-stamp company. They make up a rubber stamp replica of the trade-mark by using one of two processes: If the design is fairly simple, a zinc "plate" is made, if it's intricate, a wood-cut is hand carved. In either process a photograph of the design is taken first and then transferred to either the piece of wood or the zinc. Acid is applied to the zinc to etch out the spots which don't show up on the photograph. With wood-cuts it's a very different proposition. Wood carving of this type is fast becoming a "lost art". Highly skilled craftsmen work with razor-sharp tools under a magnifying glass. They are confined to a space 5/8" x 1-1/4". If they make one slight slip the job is ruined. Their finished product is a wooden "die" which is an exact replica of the trade-mark. A rubber stamp is then made from the zinc or wood die, whichever is used.

It should be added here that Ted Papajohn (Drafting) does original artwork for lithographed pencil designs when the customer doesn't have a trademark, or when a special picture

is needed. Ted also re-touches poor illustrations and makes line drawings from photographs.

Process

When we receive the rubber stamp our job has just begun. After approval, the rubber stamp is taken over to the Pencil Mechanism Department where we have two Rube Goldberg contraptions called "lithograph machines". Quentin West sets up the machines. If the trade-mark we're working with is made up in three colors he'll have to decide the order in which the colors are printed on the white center sections of the pencils. The strongest colors go on last.

The pencils are "lithographed"—a printing process whereby the rubber stamp is inked and the pencil is automatically rolled over the inked stamp. An exact impression is made this way. If two colors are desired, two different rubber stamps are used—one for each color. (This means two separate wood cuts or zinc etchings). On a two-color job the pencil is not run through the machine twice. Rather, it is rolled over two consecutive rubber stamps in such a manner that the second color is printed over the same pattern as the first or base color. The rubber stamps

automatically get a fresh application of ink each time.

Lulu Hern, inspector, keeps a watchful eye on the process and Mary Luegering cleans center sections of \$1.50 Finline pencils before they are lithographed.

The lithographed center sections are dried for half an hour, dipped in clear lacquer to preserve the printing and then dried again. Georgia Kress handles the lacquering plus all records on zincs, woodcuts, and dies for advertising pencils.

Quality Counts

A Sheaffer dealer who handles Finline advertising pencils has two big advantages:

1. He's selling a fine piece of mechanism with Sheaffer's years of manufacturing experience behind it. (Most advertising pencils are no-name "gimmicks"—celluloid bullet pencils and the like.)

2. He's getting a top quality lithograph job—surpassed by none.

Many orders run into the thousands and trade-marks like Coca-Cola, Proctor and Gamble, Santa Fe, New York Life Insurance, and International Harvester are favorably impressed on many people through the medium of Sheaffer advertising pencils.



Here's a 3-color lithograph machine. Standard machines are purchased, then redesigned to handle Sheaffer process improvements.

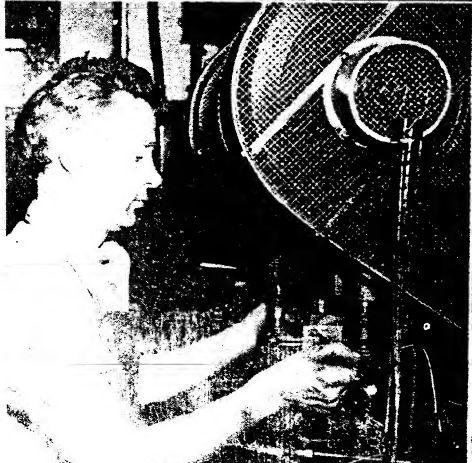
Quentin West is shown operating the machine while Georgia Kress inspects and Mary Luegering cleans parts.



GOLD

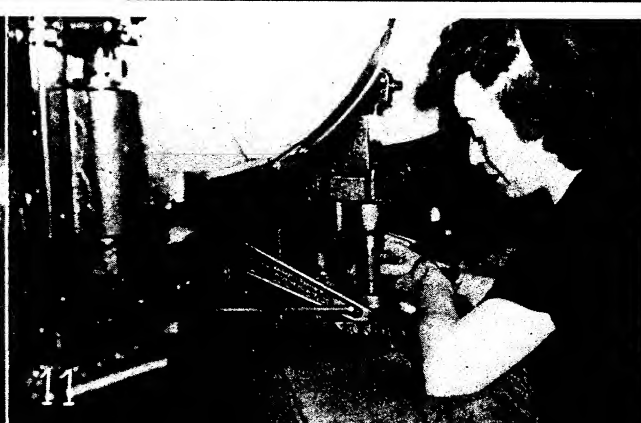


1. BILL JAMERSON, HOOT GIBSON (Foreman), FRANK DAVIS
2. FAYE GREEN, PEARL McCANNON
3. DALE BENJAMIN, BILL MAIZE (Supervisor), JOHN FISHER
4. DON KORSCHGEN, BERNARD HOLTERHAUS, LAWRENCE SMITH (Supervisor)
5. ALICE HIRSCHLER
6. AL POLLMEIER, LLOYD BROWN, BERNARD TUCKER, LAWRENCE CROW
7. TONY FOEHRING
8. JOHN MURPHY, FRED WEILBRENNER
9. PAUL LAKE, HELEN KIRSCHNER, TED GILLET (O. C.), SHIRLEY CARLSON





10



11



12



14



NIB

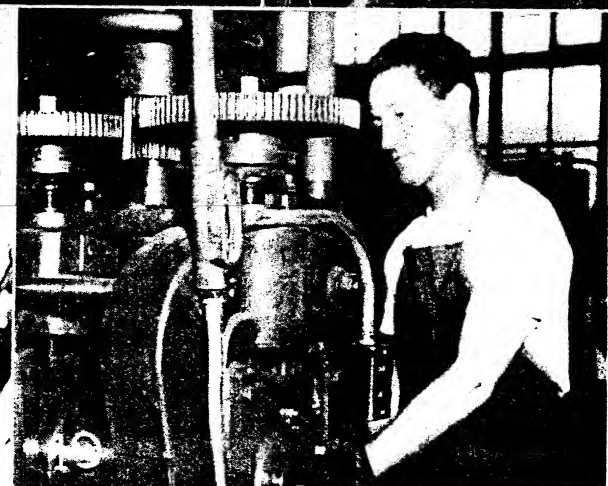
10. NORMA RUDE issuing nibs to a group of grinders—BILL HIRSCHLER, AL PETERSCHMIDT, ZELMA SCHUTTE, MAUDE TUFFORD, MIKE WADDEN, AL SOLHEID
11. BEBE FRICE
12. BUTCH BARTLETT AND MIKE MALONEY
13. HILDA McMILLAN
14. HOMER SHOEMAKER
15. CHARLIE BROWN, JACK JOHNSON, HARRY SPENCER, CLIFF WARE (Supervisor)
16. PETE JUNGLUTH, KAY BURNS
17. JOE SIMPSON (Special Grinder)
18. BILL TURNER, CHARLIE BOSTROM, LES WARSON, MARGARET EGE (O. C.)
19. HARRY JACK



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17



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SHEAFFER'S REVIEW

Vol. 1 May, 1948 No. 5

Published monthly for the Men and
Women of the

W. A. SHEAFFER PEN COMPANY
General Offices and Factories,
Fort Madison, Iowa, U. S. A.

Branch Factories,
Mt. Pleasant, Iowa, and Quincy, Illinois
Canadian Office and Factory,
Malton, Ontario, Canada

Sales Offices, New York City, Chicago
San Francisco.

Export Division, Fort Madison, Iowa
Printed in U. S. A.

EDITOR - - - D. A. REED

Your Activities Committee

Spring seems to be the time for turning over new leaves—for "cleaning things up", be it cluttered closets or 1939 automobiles—and for giving credit where credit is due.

We think it's about time someone gave the poor old beat-up Activities Committee a pat on the back. If you think your load is heavy, join the Activities Committee—at least until you finish this column.

First, you'll have to pull on an extra thick skin, which is the standard Activities Committee uniform. Then mark on your calendar a meeting date every other week and prepare to devote extra hours after work to making your fellow employees happy. And even though you might not like Bingo, plan to "participate", because the Committee needs your support.

Really, it isn't as bad as all that. Some of our old-time Activities Committee members have not only weathered the storm, but actually seem to enjoy it. They know by now that it just isn't possible to please all of the people all of the time. They know, too—and so do you—that their percentage is pretty darn high. Very few weeks go by that don't offer something in the way of plant activities—sports, dances, card parties or bingo games to satisfy every recreational taste.

So give these people credit for the good things they're doing to help make your hours after work more pleasant.

And the next time you have a suggestion for them, why not offer your services? They'll be glad to have you—if you want to work.

Conservation Program

On June 20, the members of the Izaak Walton League will hold their First Annual Field Day at their Club House. Walter Schmidt, supervisor in the Desk Stand Department, will head it up as general chairman.

"Smitty" is also interested in a general soil conservation program that is sponsored by the State. The Izaak Walton League is directly associated with the Cooperative Farmer-Sportsman Wildlife Plan (whew!) in a program to stop soil erosion and provide protection for wildlife. "Smitty" says "The State furnishes shrubbery, plants, trees, and seeds. Our part of the program covers all of Lee County. We examine farms for eroded areas, then get an O. K. from the owner to plant and fence them. We've already signed up 62 farms in Lee County."

Anyone interested in this constructive plan is invited to attend the monthly conservation meetings at the Izaak Walton Club. Call "Smitty" for details.

Quarter Century

Our sincere best wishes to these six people who have recently completed 25 years of service:

Harry W. Roxlau (Radite) 4/3/23.

R. M. Burcham (N. Y. Office) 4/16/23.

F. C. White (Planning) 4/25/23.

Inez Wilt (Punch Press) 4/23/23.

Henry Votzmeyer (Holder) 5/20/23.

C. H. Johr (Salesman) 6/26/23

ON THE COVER



Alexander "Sandy" Fairlie is pouring molten 14K gold into a mold to form a bar. Sandy can certainly qualify as an expert goldsmith. He started in the Gold Nib Department in 1919, ground nibs for 20 years, and has been alloying gold for the last five years.



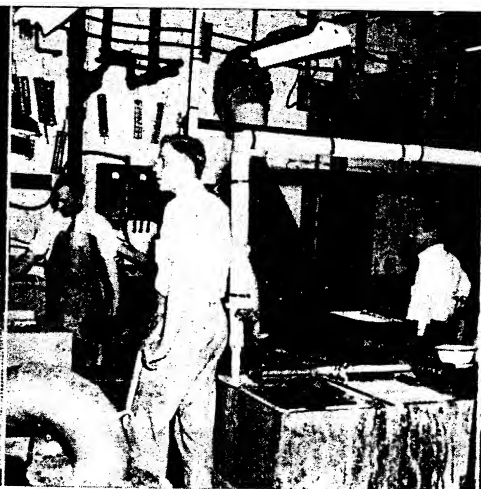
INTERPRETER OF GOOD HEALTH

You have a graduate registered nurse "at your service" eight hours a day. Miss Anna Kennedy is pictured removing a filing from Edna Stansberry's (Pen Assembly) eye. Small accidents of this type can become extremely serious if they're neglected. For your own good, don't take a chance with a minor accident. Ask your supervisor to direct you to the First Aid Station. Nurse Kennedy will be there to help you.

BEATS THE REST

SUNDAY BEST

PITCHER'S TEST



Club House Meals Inexpensive

At 4:45 p. m. every week-day afternoon, the Sheaffer Club House dinner bell rings out for Sheaffer employees. An average of 38 hungry people partake of Mrs. Helen Krieger's home cooking every evening after work in the Clubhouse snack bar. A look at either one of Mrs. Krieger's strapping sons—John (Molding) and Frederick "Pep" (Radite) will convince you that she knows what she's cooking about when she prepares well balanced meals for Sheaffer workers. She is assisted by Mrs. Rene Miller in the kitchen and by attractive waitresses, Mary French and Marilyn Kirchner.

Low Cost

The standard 40c charge for complete meals is a welcome feature in these days of high food prices. Earl DeLapp (Club Manager) urges you to try a meal after work at the Club. According to Earl, the meals are served "until the food gives out". Come early and avoid the rush!

Top Keglers

The American Hard Rubber Company, suppliers of hard rubber rods for our feeds, has generously offered two new bowling balls as prizes for the best man and woman bowlers in the company.

Mary Cline (Pen Assembly) and Gene Davis (Screw Machine), pictured above right, turned in the best high averages with 146 and 174 respectively to take the prizes.

A few pertinent facts concerning the regular season:

High single game—Jack Richmond

Platers Polish Up

There's not much of a story to go with the above photograph. It was taken in the Plating Department on April 8, 1948, at 3:30 p. m. Ordinarily it wouldn't even merit a second thought. But observe closely. The boys are handling their jobs in their usual efficient manner, but something new has been added—white shirts with neckties, no less!

Maybe Charlie Bertleshofer's cow had another calf. Vince Mead might have been celebrating a wedding anniversary. Could be that new gal with the old look.

Anyhow, it's a mighty handsome group. Telephone numbers will be furnished on request.



(Tool Room) 225; High 3-game series—Dick Haroff (Merchandising) 592; Best team—Pencil Assembly, won 45, lost 21.

High single game—Madalynne Steinmeyer (Works Manager's Office) 202; High 3-game series—Mary Cline (Pen Assembly) 493; Best team—Factory-Office, won 47, lost 10.

Gold Nib Wants Competition

In the above picture, Al Peterschmidt is in the process of pitching a double ringer while Butch Bartlett waits his turn to cancel it out with two perfect tosses of his own.

These two Gold Nib horseshoe experts claim this is regular procedure with them. Furthermore, they're complaining because their five Gold Nib teams can't seem to find any decent competition from other departments.

Any challengers?

Chorus Review On "51548"

You've been seeing some mysterious notices on the bulletin boards lately. "51548" meant a lot of things to a lot of people. For those of you who are still in the dark, it really means 5/15/48 or May 15, 1948—the date of "Sheaffer's Revue of 1948".

The Revue will consist of three acts: First, a Barn Dance (ie, "Do-Se-Do"), then a radio station scene ("En El Aire"—French for "on the air"), and finally a night club scene ("Sans Souci", famous French night spot of the same name).

Tickets are now on sale for what promises to be a sparkling musical show, to be held in the Fort Madison High School Auditorium. Some outside talent (DuPont's Barber Shop Quartet, KXGI personnel and others) added to the 63 members of Sheaffer's combined men's and women's choruses, will make up a whopping big show.

A wealth of experience is behind the show. Elizabeth Soechtig, director,

(Continued on Page Eight)

Strictly for *Ladies...*

The crocus, the daffodil, the robin, that certain dreamy feeling, and mud under foot—all are proof positive that Spring has sprung.

Because it is so filled to running over with anticipation of things to come, spring should be the happiest of all the seasons. For instance, the kids are nearing the end of a busy school year, the men are cleaning off their golf clubs, and the women... the women... well, you know what you can do now. What you have been itching to do all winter—CLEAN HOUSE!

Here's How

Now you can throw away everything that belongs to everybody else and make room for a few things of your own. Now you can really get to the bottom of things.

Here are three practical suggestions that will save you time and will spare your beauty and disposition.

1. Curtains slide on rods more easily if a finger cut from an old glove is slipped on the end of the rod before it is stuck into the curtain.
2. Rubber gloves are available

Let's See Double

It's been rumored about that twins are working at Sheaffer's. The Review will be glad to take pictures of these "duplicates" so that everyone can see double. Please let us know if there are twins in your department—one or both.

Fact is, if we get enough twin pictures we might have a contest—and give the winner a life subscription to the Review.

again and are great hand savers at housecleaning time.

3. Use plain, ordinary baking soda in water for cleaning the inside of your refrigerator. This will remove both dirt and odor.

Relax

Finally, when you have brushed away the cobwebs from every inaccessible corner, when order has again come out of chaos, send the rest of the family away so they won't get everything dirty again, treat yourself to a hair-do and a good book and settle down to pleasant dreams and a little mental cobweb cleaning.



FIRE!!

There have been two major fires in Fort Madison this year already. Because of the small number of people involved, the total effect on the community was slight, even though the individual victims suffered severely.

Interdependent

If the W. A. Sheaffer Pen Company should burn to the ground tomorrow, it would have a disastrous effect on the lives of about 10,000 people in Fort Madison and nearby communities (Sheaffer employees and families). Another 5000 local people would be indirectly affected. The people in our Canadian plant would immediately feel the pinch. People in our New York, Chicago, and San Francisco offices, and salesmen in every state would be out of a job along with the rest of us. 25,000 Sheaffer dealers would miss a profitable line of writing equipment. Export distributors all over the world would have to change their plans.

Rules

ONE CARELESS PERSON, IN ONE THOUGHTLESS SPLIT-SECOND COULD THROW THE REST OF US OUT OF A JOB—COULD CRIPPLE THE WHOLE COMMUNITY!

Don't let this person be YOU.

Use your good, common sense. Observe all fire rules **all of the time.**

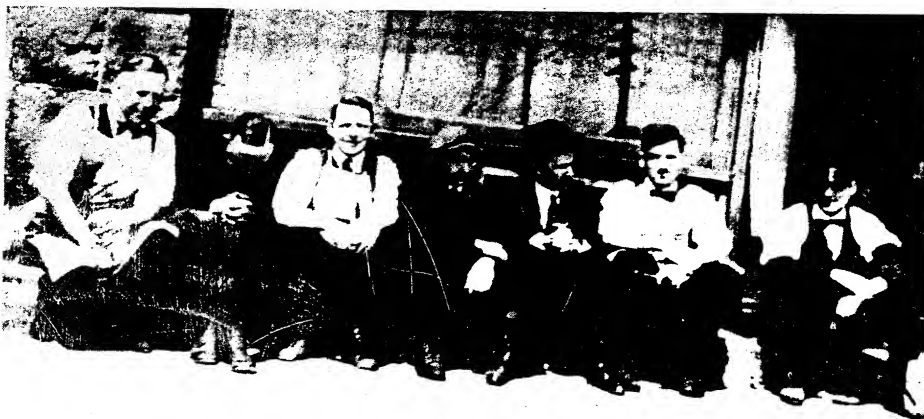
1. Smoke only in designated areas.
2. Carry only Safety Matches.
3. Learn fire drill rules for your department.
4. Use your common sense.

WHO CAN REMEMBER

Way back in 1922 A. D., some brave soul took a chance with his box camera and snapped this shot of a few of the Tool Room gang.

Frank Kline (second from left) was apparently praying that his picture would come out O. K.

Before you look at the names, see if you can identify all of them.



Left to Right—FRED BEHRENS, FRANK KLINE, MIKE LAMMERS, SHORTY ALLMAN, BILLY CUTHBERT, LOUIE DEAL and BILL SHEPHERD.

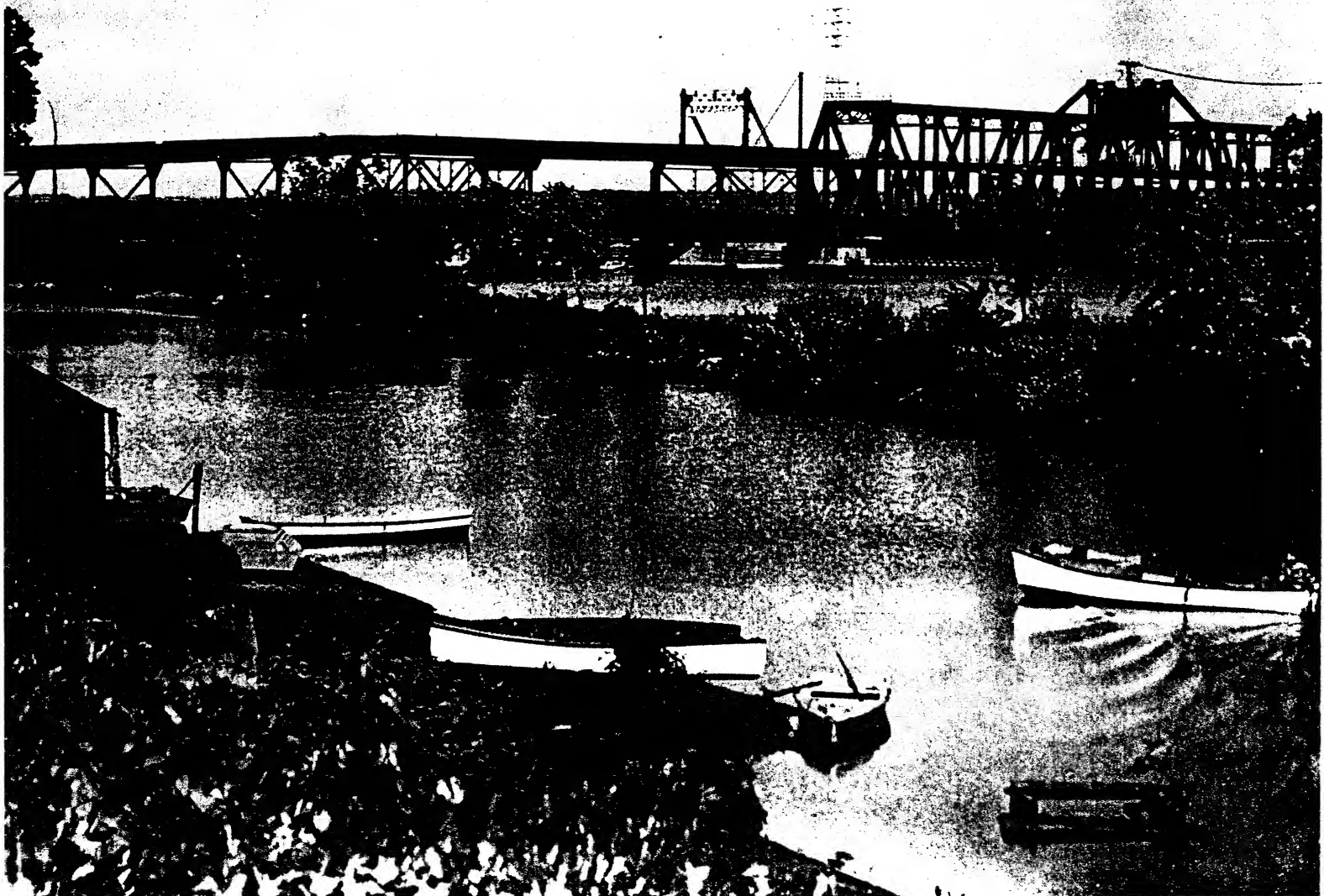
Chorus Review on "51548"

(Continued from Page Seven)

played a major part in the WLS Barn Dance; Harold Lukens, advisor, spent many years with the John B. Rogers Producing Company; Earl DeLapp was in vaudeville and toured the United States and Europe with the Liberty Theater during World War I.

Don't forget—before it's too late, make a date for "51548".

SHEAFFER'S *Review*



PENCIL MECHANISM BUILT LIKE A WATCH

A number of the people in our Pencil Mechanism Department probably could qualify, with very little training, as watchmakers—because the intricate mechanism in a Sheaffer Fineline pencil is built with the precision of a watch.

It must be made rugged to withstand the hard use of thousands of customers who depend every day on a pencil to help them earn their living. Yet it must be made so fine that it will respond to the user's slightest touch, and balance lightly in his hand. Finally, it must earn the right to rest next to a Sheaffer White Dot pen and Stratowriter in a Threesome gift box.

HEART OF PENCIL

As the heart of the pen is the point, so the heart of the pencil is the mechanism. No matter how fancy the appearance might be, no matter how much gold or silver goes into the outside case, the pencil won't write if the mechanism won't work.

Sheaffer's mechanism is made from the finest materials obtainable, and each raw material must be in the exact form specified. For example, five of the parts that make up the mechanism are made from brass—but each must have a different type of brass—each purchased with the special composition, the special temper which will carry it through the longest possible period of hard usage.

RIGID REQUIREMENTS

For a good example of how exacting our material requirements can be, let's take a look at a part that is in the very heart of the pencil—the lead carrier. As its name implies, it holds and carries the lead. It is a very small part that travels up and down in a brass tube as the mechanism is propelled and repelled. It is made from a flat piece of stainless steel—blanked and formed in a progressive die. The forming causes one end to take the form of a split tube. This is the end which receives the lead

as the pencil is loaded. The material must have spring enough to expand when the lead is forced into the pencil and must grip the lead tight enough so that it cannot be pulled out by the fingers, but loose enough so that a push wire can expel the lead when the mechanism is at full re-lead position. Of course, we want it to work as well when the customer is using his 500th lead as when he inserts the first one. When we consider that we



Don Huff Operating Wrap Spiral Machine

change the temper of this material in blanking and forming you can see how exacting we must be in specifying just the type of stainless steel we require.

MAJOR PARTS

Fourteen separate precision parts make up our Fineline Mechanism. Brass, aluminum, and monel metal are the "basic ingredients", and some of the pieces are partly or completely finished in the Screw Machine Department before they come to the Pencil Mechanism for assembly.

The "spiral" and the "magazine" are two major parts of the mechanism. The spiral comes to us in the form of a foot and a half spool of flat brass stock, about 1/4" wide.

We run it through a special machine that was developed here (see cut), and this machine twists the flat ribbon of brass into a perfect spiral. This spiral piece is checked frequently for proper inside and outside diameter and spacing. That's why Sheaffer pencils are "tight"—why there's no loose "play" in the lead.

The magazine is a hollow tube which encloses the rest of the mechanism. Our requirements call for a special kind of brass for this part, because it must actually be stretched, or bulged so that the cap and barrel fit on snugly. The swelled part over which the cap fits has three slits cut in it lengthwise so that the cap will come off easily—yet won't fall off accidentally.

LEADS

Our Lead Department is in the same room with the Mechanism Department. Sheaffer Fineline leads are made especially for us, according to our own rigid specifications. The main ingredients are clay, graphite, and wax. These come from Bavaria, Korea, Mexico, Ceylon, and Madagascar. Graphites are "blended" very carefully according to formula. One graphite is stronger, one is blacker, one has remarkable smoothness, still another is very tough.

To reduce graphite to the minute particles required for Sheaffer leads, a special whirling and steaming process is used. After this going over, the graphite particles are so small that they must be measured by electrons. This graphite powder is next mixed with clay and wax to form a smooth paste, which is forced by hydraulic pressure through a diamond die to make a long "stick" of lead. This stick, after drying and baking, becomes hard enough to hold its diameter indefinitely—and to pass Sheaffer's rigid inspections.

Our lithograph machines are contained in one section of the Pencil

—Continued on next page—

People's Choice

Measurement is one of the oldest of the sciences. Prehistoric man, though still unable to count beyond his ten fingers, had already begun to make crude estimates of distance, size, and direction. Around 5000 years ago, the Egyptians built their pyramids so accurately that today the feats seem almost unbelievable. One of their pyramids, for example shows an average error at its base of less than one ten-thousandths (.0001") of an inch.

But really accurate measurement is modern development. Precision gage blocks made of fine steel, which are considered to be "master gages", are accurate to a **few millionths of an inch!** What, exactly, is a millionth of an inch, you say? Well—

Compared to the thickness of a sheet of newspaper, a millionth of an inch is the same as a thimble compared to a 30-story building! Compared to one inch, a millionth of an inch is the same as a walk around the block compared to a trip around the world ten times!

The surfaces of these small special alloy steel gage blocks are so smooth that they stick to one another just by sliding them together. After that, a 200 lb. pulling force couldn't tear them apart—they must be slid apart.

All of the 1900 odd different gages your company uses are kept accurate by various sets of these gage

PENCIL MECHANISM BUILT LIKE A WATCH

(Continued from preceding page)

Mechanism Department. This process was described in another issue of the "Review". Suffice to say that the way our mechanism functions goes a long way toward selling large quantities of these top quality advertising pencils.

Before the mechanism is finally completed, it undergoes many severe inspections. Every completed mechanism is finally tested on a special machine to make certain it will actually propel, repel, and expel as advertised.

A distinguished visitor from India said recently "If your pencils pass all of these inspections they should last forever!" Mrs. Clara Zimmerman, an inspector with 27 years' experience in the Pencil Mechanism Department, knows exactly what he means.



Ed Peoples in Action

blocks. The many gadgets and gimmicks which are packed into a small room in the Inspection Department have a lot to do with the control of our processes.

Over two dozen different types of gages are used throughout the plant. There are micrometers, microscopes, shadowgraphs, dial gages, flush pin gages, thread gages, concentricity gages, electric comparator gages, and many other kinds of gages that insure the utmost in accuracy.

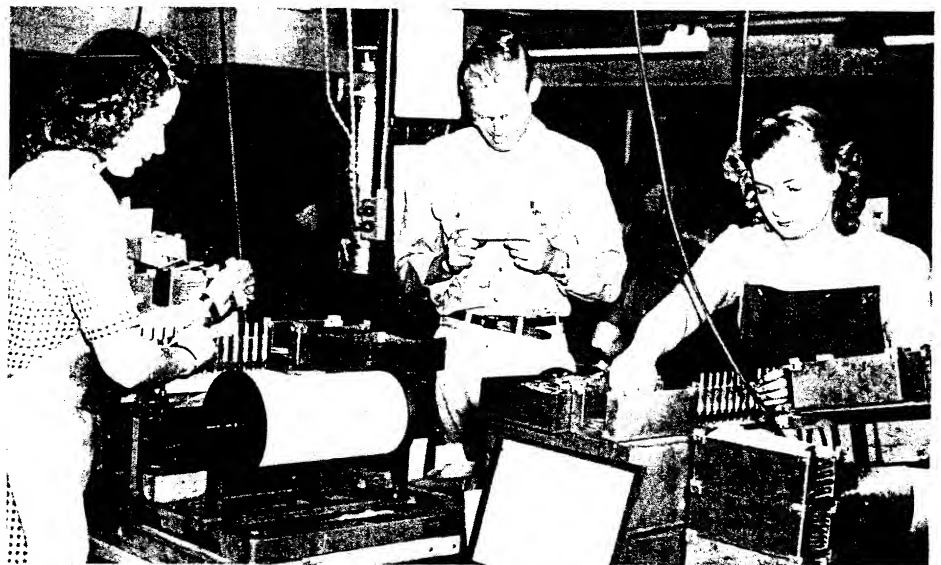
This small "gage laboratory" is really a one-man show in which all parts are played by Ed Peoples. The Engineering Department de-

signs the gages and either makes them or has them made. After they're delivered to Ed they're his babies. He services, checks, and stores them for the rest of their natural lives.

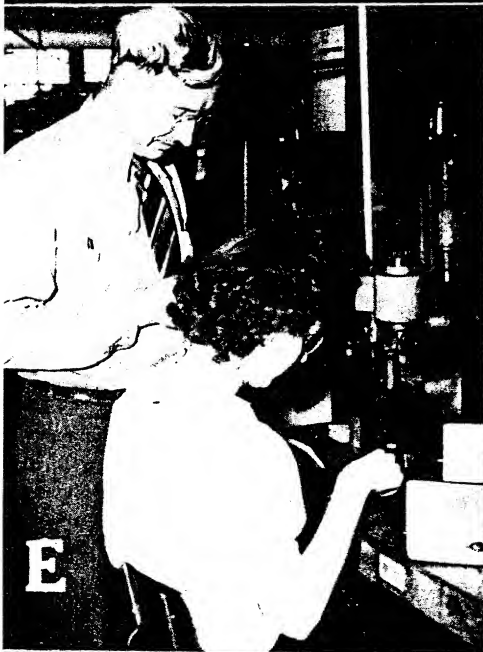
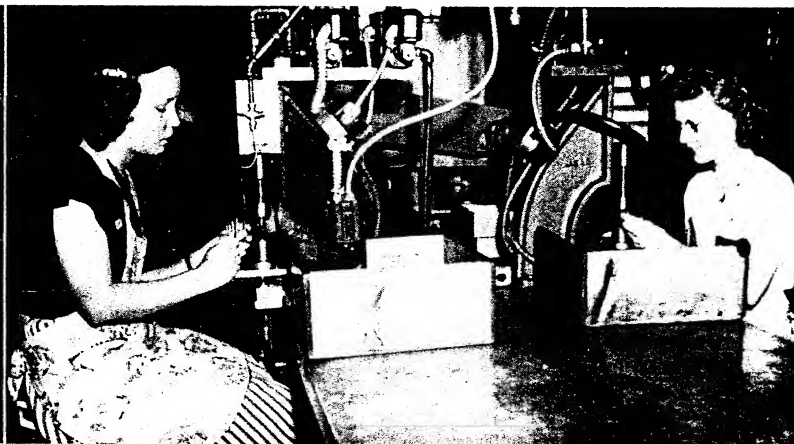
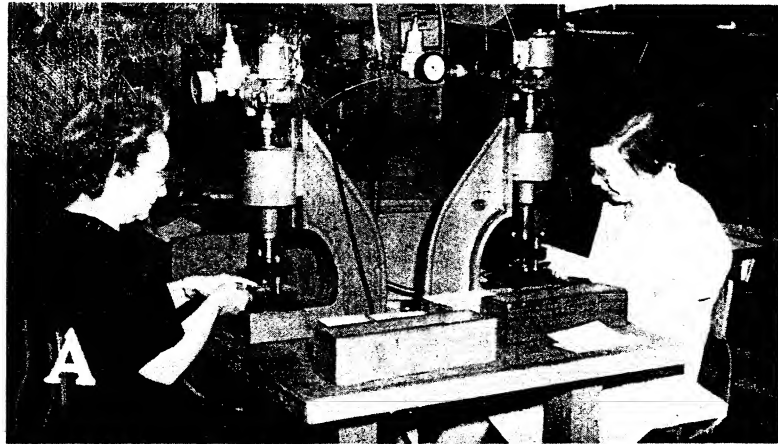
Ed will complete 30 years of Sheaffer service next February. He is interested in almost all athletics—but strictly from a spectator's standpoint. Some of you may remember him as one of the world's best end men in minstrel shows.

He has a real measuring job to do—and he measures up to the job.

P. S. Now does the title make sense?



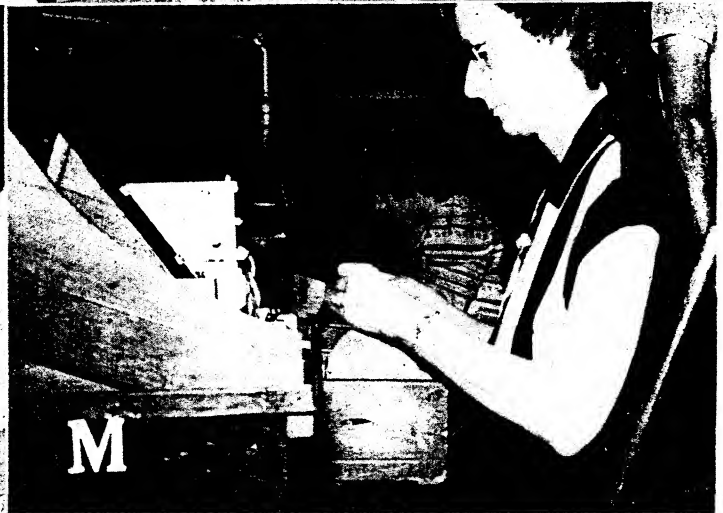
Plant #3 at Mt. Pleasant, Iowa, always seems to come through with an easier way to do things. Here you see Edna Martin (left) and Marguerite Barton each testing 13 ball writing units at a time while Supervisor Howard Messer double-checks. The grading machine does the actual "writing" automatically, and the girls classify the units.



PENCIL M

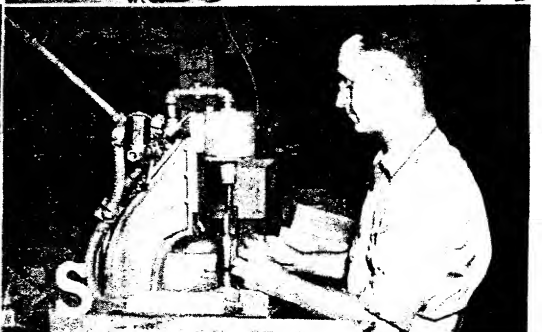
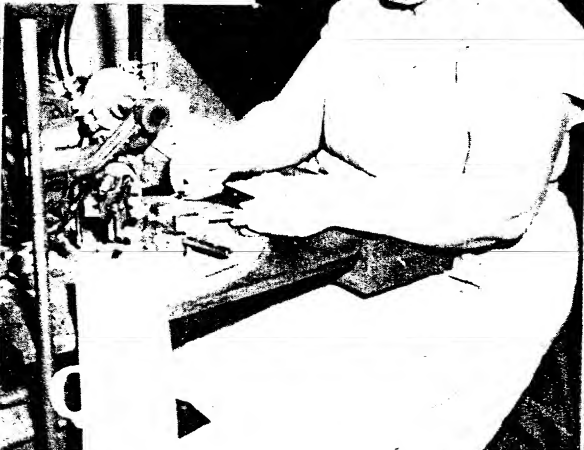
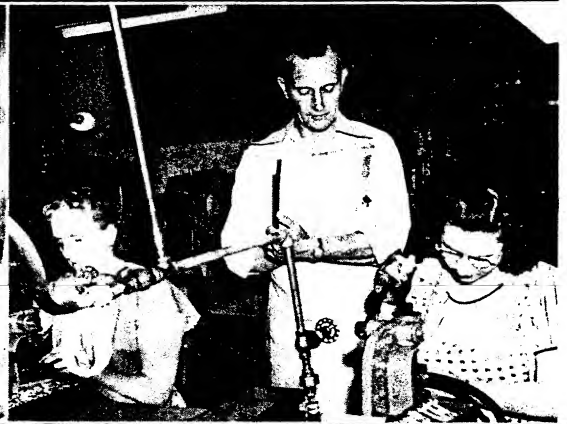
- A.—Catherine Flynn, Ethel Krebill.
- B.—Betty Sills, Eldora Jenkins.
- C.—Orville Richardson.
- D.—Earl Alvis.
- E.—Charles Gillett (Dept. Foreman), Vera Lefler.
- F.—Clarice Laue.
- G.—Velda Schrepfer, Mabel Miller.
- H.—Hope Brajkovich, Jane Gockel, (background) Mary Bales.
- I.—Elmer Blanchard.
- J.—Lula Hern, Quentin West.





HANISM

- K.—Georgia Kress, Quentin West, Mary Luegering, (background) Don Huff.
- L.—Isabel Queisner, Juanita Jaciune.
- M.—Geneva Lewis, Geraldine Gash.
- N.—Louis Kuhljuergen.
- O.—Grace Murphey, A. H. Krueger, Florence Proenneke.
- P.—August Moeller.
- Q.—Judith Alexander.
- R.—Mary Bales, Mary Trancoso.
- S.—Ernest Hobbs.



SHEAFFER'S REVIEW

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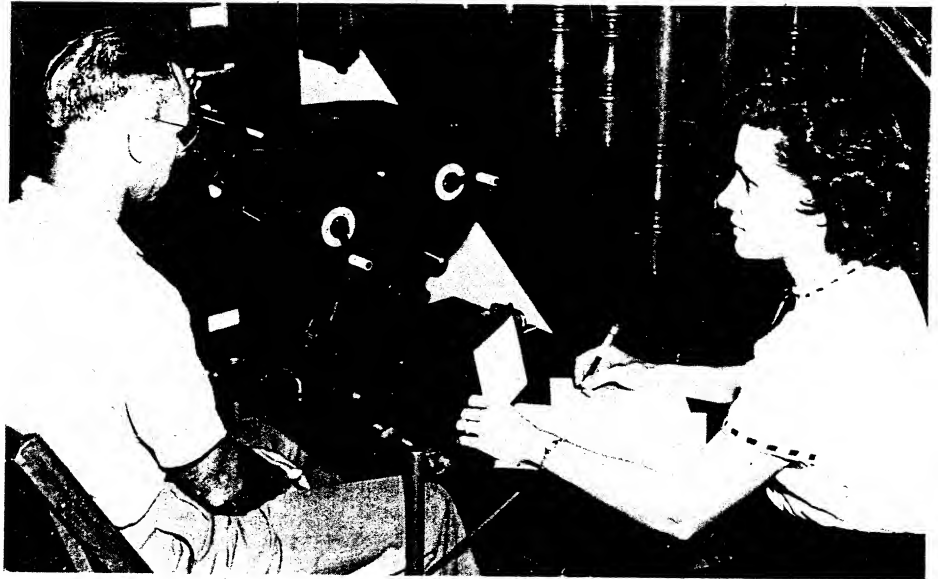
Sales Offices, New York City,
Chicago, San Francisco

Export Division,

Fort Madison, Iowa

Printed in U. S. A.

EDITOR - - - D. A. REED



Frank Myers (Repair) is Tested by Mary Bubb (Personnel).

Good Old Days

To many of you the picture of the "ole swimmin' hole" on the cover will bring back memories of the boat harbor in the days of Sherm Winters. Sherm grew up in the heyday of the river boats—the days when the Phil Sheridan, fleetest of them all, the Brilliant, the Key City, the Red Wing, the Clinton, and many others were making regular runs with freight and passengers.

His boat livery became an institution as a summer headquarters for all the kids in town. In return for the privilege of swimming off Sherm's dock, using his rowboats free of charge, and occasionally going on one of his launch trips, they supplied his "manpower" to run his business.

Fishing parties, heading up the river for Green Bay, Goose Pond, or some of the island paradises, always stopped at Sherm's for supplies and information. He could tell them where and on what bait the big ones were hitting; where they could find the most luscious mushrooms, paw-paws, or persimmons; where the most heavily laden pecan, butternut, and bay trees were located.

The "Mighty Mississippi" is right at our front door, and offers a world of good, healthful entertainment for those who take advantage of it. We're fortunate, indeed, to have the opportunity to know the river as Sherm knew it.

Personnel Department Offers Eye Exams

As an additional service to Sheaffer employees, free eye examinations are now offered in the Personnel Department. A very "official-looking" machine called the "Ortho Rater" (shown above) has been obtained for this purpose from the

Bausch & Lomb Optical Company.

The machine is being used mainly to test new employees, to make certain they will be able to see comfortably, and without strain, on the jobs they're headed for. However, arrangements are being made to offer this eye-testing service to one department at a time so that all employees will have the opportunity to get a quick check up if they so choose. The test requires about 8 minutes time. Everyone who takes the test will be paid his regular day rate, or his special rate in the case of piece work operators. (This offer, by the way, is made on a trial basis. We'll have to see how it goes before a permanent policy can be established.)

AN INDICATION

The Ortho Rater does not take the place of an eye doctor. It doesn't tell you **why** your eyes are bad, if they are—it merely indicates when you need a thorough examination by a specialist. The rest is then up to you. **And it's important to note that the results of any eye test will not in any way effect your status on your present job.** We're just trying to offer you a free, convenient means whereby you can determine whether or not you need glasses to do your job easier and more comfortably.

"On the Cover"

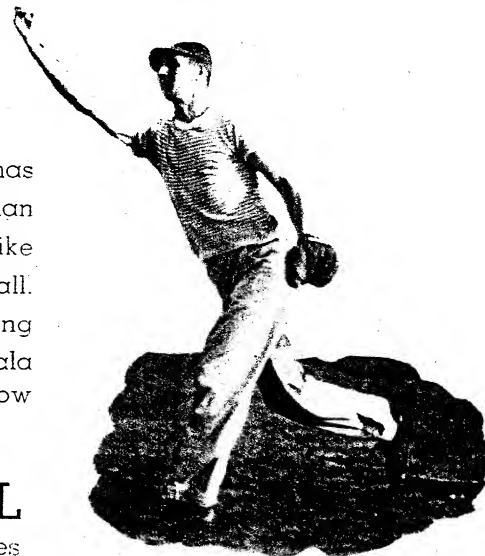
The fine cover picture of the old boat harbor was snapped by Nilas Long, head of our Drafting Department. Nilas is active in the local Camera Club—takes still pictures and movies with equal skill.





The Old and The New

Mike Lammers, Tool Room, has forgotten more about softball than most players will ever know. Mike is the "Dean" of Sheaffer's softball. Pictured to our right is a promising younger player, Norm Hatala (Maintenance) who hopes to follow in Mike's footsteps.



METAL FAB GIRLS LEAD SOFTBALL

At the halfway mark the fighting ladies of Metal Fab held a 2-game lead over the Office team in the Women's Softball League. The girl's teams are showing a great deal of enthusiasm, and the outlook for the

remainder of the season indicates a hot wind-up.

MEN

The Tool Room gang has been hard pressed to stay out in front of a scrapping men's Office team. The "desk men" have been a constant threat and many experienced arm-chair strategists are picking them for top money at the season's end.

Here are the standings at the half-way mark:

	Played	Won	Lost
Tool Room	7	6	1
Office	7	5	2
Gold Nib	7	4	3
Metal Fab	7	4	3
Plant #2	7	3	4

Pencil	7	3	4
Holder	7	2	5
Drafting	7	1	6

WOMEN

Metal Fab	7	6	1
Office	7	4	3
Shipping	7	3	4
Gold Nib	7	1	6

IMPROVED FIELDS

Two diamonds on Sheaffer's new employee's park were brought up to tip-top shape on Saturday, July 24, when a group of men representing various teams pitched in to level off the infields and mow the grass on the outfields.

Indians Yet ???

Mr. Harold Quelch, General Manager of the Miles-Martin Pen Company in London, England, was one of our recent visitors.

Al Howard, Works Manager, was showing Harold through the main plant, and part of the tour was a stop at Gold Nib Inspector Toby Warson's bench. It seems that there are a few feminine nib grinders in the department (good ones, too!) and it seems that when one of them leaves the company for any reason, she must offer a lock of her hair as a memory.

At any rate, Toby happened to have a lock of hair taped to his bench—not for any sentimental reason, but because it was stuck there after George Luegering had turned it down when it was offered to him as a toupee.

To get back to the Londoner and, incidentally, the point of the story—you can imagine what an Englishman, on his first visit to the States would think.

Harold stared at the hair, turned to Al in astonishment and gasped, "I say, are they still scalping them ovah heah?"

Some of the girls pictured with C. R. Sheaffer on Opening Day



Top. 1-r: Anna McDaniel, Eleanor Boyles, Betty Hayes, Shirley Hughes, Rita Brandt, Nettie Fedler, Cora Steeples, C. R. Sheaffer, Ann Hamman, Phyllis Hutchison, Naomi Hamman, Mary Van Winkle, Billie Hamman, Dorothy Freitag.
Bot. 1-r: Marie Wagner, Lorraine Lotz, Eva Creech, Callie Swearingen, Ethel Wehrman, Vera Brown.

Strictly for Ladies ...

Is the selection of bridge prizes or special gifts an ever recurring problem in your life? If it is, why not give beautifully boxed, delicately perfumed, and romantically named fancy soap?

Soap, of course, is soap, but a wide variety of possibilities is offered in sizes, shapes, and scents.

TAKE YOUR CHOICE

Will it be Scandalwood, Blue Carnation, Heaven Scent, Pink Clover, Blue Grass, Old English Lavendar, Apple Blossom, Early American Spice, or just pure Castile? You can really work yourself into a lather of enthusiasm over such soap sculpture as roses, pink bows, angles, pine cones, feminine hands, clover leaves, and Popeye.

There is soap with cords, soap that floats, and soap blends with any color scheme. There is even soap that is recommended solely for its dirt removing qualities.

Another popular kind is known as **soft soap** which is a gift in itself.

BE CLEAN, BE GREAT

The Egyptians and Romans used pure olive oil, still an important ingredient of fine soap, as a cleansing agent. Athletes of ancient Greece covered their bodies with a mixture of olive oil and sand which they scraped off with a dull instrument shaped like a kitchen paring knife. In the Bible there are many references to scented oils and ointments.

Since its colonization, our country has been soap conscious. At the present time, the United States uses one-third of the world's soap production.

If you consider soap in the light of the above facts, you will realize that it has more glamour than you ever suspected. It separates itself from its practical aspect and takes its rightful place among the gifts of kings.

The "Fineline"

If you threw a cork into the Mississippi River in front of Ft. Madison, in three or four thousand years, with favorable winds and currents, it might wind up alongside the racing boats pictured below. For these graceful craft are plying the green waters of the Oslo Fjord (like in V-8) in Norway.

The boat in the foreground is called the "Fineline"—presumably because it slides through the water as smoothly as a Sheaffer pencil glides over paper. She (the boat) belongs to our Sheaffer distributor in Norway, who wrote Inez Woodward (Advertising) a while back as follows:

"It is a pleasure to comply with your request and send you a picture of the "Fineline" in action leading in a race at Hankey in the Oslo Fjord. (20 N 90 in the sails.)

"The "Fineline" was built in '38. In 1940 when I took over the boat our country was occupied by the Germans, and sailing very restricted. Now the fjords are again happily free, and although Fineline pencils and other Sheaffer products cannot be back in the old places here on account of exchange restrictions, Fineline—the boat—can again sail wherever she wants."

Yours very truly,

S/S. Mittet—Mittet & Co. a/s
Kongensgate 15, Oslo-Norway.



The "Eyes" Have It

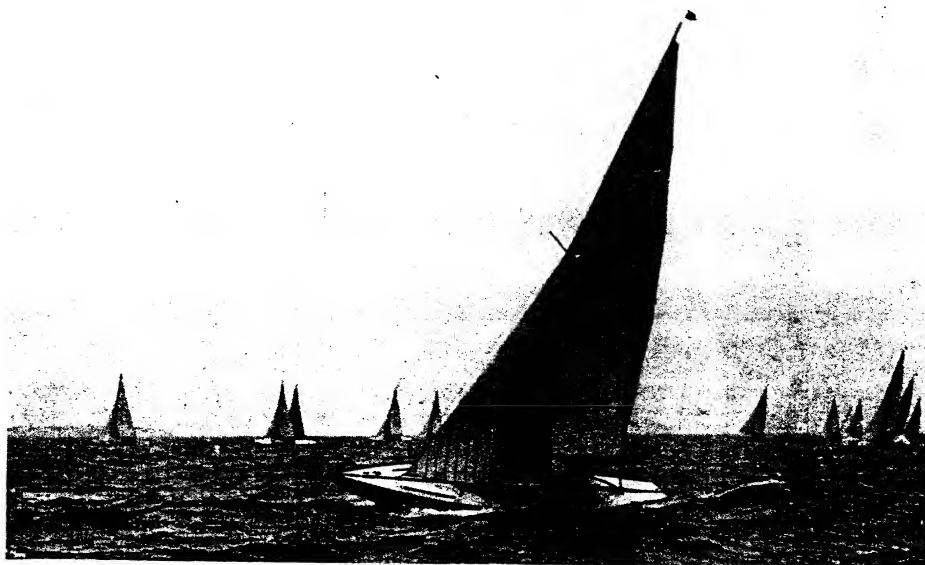
There are eleven manufacturers of glass eyes in the United States alone. They turn out bushels of artificial eyes—gray ones, brown ones, blue ones. But you couldn't see your hand in front of your face with any of them.

90% of all eye injuries are caused by flying objects. They cost over \$50,000,000 a year. They cause the working man to lose over three and a half million working days. Above all, they cost the loss of precious eyesight which might have been saved.

Eight out of ten of all of your actions are guided by your eyes. 85% of all of your knowledge comes through your eyes.

Your company will furnish plain safety glasses or goggles free, and will contribute toward the price of corrected safety lenses if you need them. Ask your Supervisor for details.

Take care of your eyes. They're the only pair you'll ever get.



SHEAFFER'S
Review



METAL FAB MAKES NEW PENCIL

If you should walk up a half flight of stairs from the 4th Street entrance to the main plant, you'd find yourself in the Metal Fabricating Department—and you'd notice something different about it. First, you'd be impressed with its light, airy atmosphere—the clean, roomy impression it gives. And in a short while you'd discover that this department is different from most others, because it deals only with metals.

PRECIOUS METALS

For here we don't work with Radite II, hard rubber, lucite, or any "soft" pen parts. 14K gold, sterling silver, gold-filled stock, brass, and stainless steel are the "raw materials" for Metal Fab. Rosy Moore can show you a stockroom full of gleaming metal tubing and flat stock that would put a pirate's cave to shame. And it ain't hay, either. As much as \$75,000 worth of gold-filled clip material alone is carried in stock—and the clip is one of the smallest parts.

From these various metals they fashion 14K gold Masterpiece pens and pencils; 14K gold Crest Masterpiece pens and pencils; gold-filled and stainless steel caps for Crest and Sentinel line merchandise; gold band and sleeve assembly for pens, and gold bands for pencils. They make brass cups for erasers, cut brass trimmings for desk set bases, complete gold-filled desk pen sockets, put white dots in metal caps, and assemble two-piece sleeve tips—just to name a few of the jobs.

NEW LOOK

This department is busier than the proverbial "one-armed paper hanger" these days. They've recently been handed the job of putting out Sheaffer's "new look" gold-filled balance pencil. It's the brand new thin model that's about 1/16" smaller in diameter than the regular plastic pencil. Although it uses the same fineline mechanism, the thinner, lighter metal casing

gives the new pencil a feather-weight feel in the hand. Incidentally, it's finely chased the full length of its gleaming barrel. Watch our Salesmen go to town with this one.

MACHINE WORK

Metal Fab, of course, uses the most modern machinery and methods to fashion its products. A new induction-heating machine, for instance, can accomplish in two minutes what formerly took nine minutes on a heating iron. This heat-



ROSY MOORE (Production Dispatcher) and MYRTLE KELLEY, making up production schedules.

ing machine is used to solder metal pen bands and sleeves together. The pieces pass between two coils, but they don't actually touch either coil. If you'd pass your fingers between the coils, you'd understand soon enough that actual contact isn't necessary.

"Chasing" means engraving light lines lengthwise on metal pen and pencil parts for a decorative effect. In addition, scratches don't show up as plainly. This process is sometimes called "engine turning." We have a couple of new automatic chasing machines in Metal Fab that do the job with ease and precision.

HAND WORK

Some work, though, requires the old-time craftsmanship of skilled artisans. These special skills are

needed in working with our solid gold merchandise. All new 14K gold pens and pencils are hand-fitted by experienced operators. All repair work on solid gold merchandise that we receive from customers is handled by one man, and he can make a chewed-up hunk of gold look like a new pen after he's given it the special treatment.

Once again Quality Control is living up to its reputation. Quality Control charts are used on most Metal Fab jobs, and Harry Wallis, Department Manager, is more than pleased with results. Harry said "Final quality checks by Elva Huet show less than 1% rejects. That's getting mighty close to our goal."

EXPERIENCE

Metal Fab's high standards depend on a nucleus of experienced operators. 10% of the people in this department have been there over 20 years; 15% over 15 years. Eva Heryford, with over 25 years of experience, has handled most every job in the department at one time or another. Carl Holterhaus has assembled clips on caps for 24 years. Thelma Richardson, Harry Wallis' secretary, started in 1928, and is a living dictionary of facts about Metal Fab.

As the trend in pen design leans more toward gold or steel caps, Metal Fab assumes a more important part in Sheaffer production—which it richly deserves.

Rodeo Lingo

From an infamous Dude Ranch Dictionary loaned to the Review by Alice Rasmussen (Export), we selected the following definitions at random. If you really want to get hep with the Western step, give Alice a ring. She's an old hand at Dude Ranching.

Bandana—A calico kerchief used for everything except its original purpose of blowing the nose.

Bashful—Obsolete word.

Boots—Western footwear worn

—Continued on next page—

Gene Autry Rodeo in Fort Madison Square Gardens



On September 11 and 12, America's Singin'est Cowboy will saddle up and ride the new Ft. Madison range on Denmark Road. Gene Autry, "Public Cowboy No. 1" will

RODEO LINGO

(Continued from preceding page)

in lieu of comfortable shoes. Part of your synthetic cowboy regalia.

Bucking Broncho—The kind of horse you write the folks back home that you are riding.

Obese—What a fat lady is if she is wealthy.

Orgy—What those who were not invited call your party.

Pack—A bundle that takes two hours to put on and then slides off in two minutes, especially when you don't want it to.

Rain—Very unusual.

Range—A chain of mountains used for advertising purposes.

put his World Champion Rodeo troupe through its paces for the benefit of Ft. Madisonites and thousands of visitors—all because of a little-known regulation.

This ruling states that livestock of the type used in the rodeo can ride a train up to 36 hours straight. Then they must be taken off, rested, watered, and fed. When the show heads for Madison Square Garden, in New York City, Fort Madison is on the Santa Fe's route from the Autry Rodeo headquarters in Texas. So, because of the regulation, the troupe has been resting in Ft. Madison each September.

In 1947, the Ft. Madison Chamber of Commerce directors had a happy inspiration and decided to look into the possibility of capitalizing on what appeared to be a golden opportunity. Civic groups were consulted, contacts made with Autry representatives. Result—the Gene Autry World's Championship Rodeo will play a two-day stand at "Ft. Madison Square Gardens."

AUTRY, INC.

Gene Autry himself is the world's most successful cowboy, and his \$2-million super-streamlined Rodeo is only one part of his many-sided business structure. Besides his phenomenal output as an entertainer on stage, screen, and radio, he owns his own movie company and his own radio company; two music-

publishing houses which he owns market his songs; he controls a chain of four movie houses in and around Dallas; he has an interest in two newspapers; he owns a flying school and charter plane service; he owns four big ranches; he owns a major interest in another publishing company which turns out more than a million Gene Autry comic books each year; he receives around \$100,000 a year in royalties from nearly 40 products which use his name—from belts to hair oil.

COWBOY CODE

That's Autry the businessman.

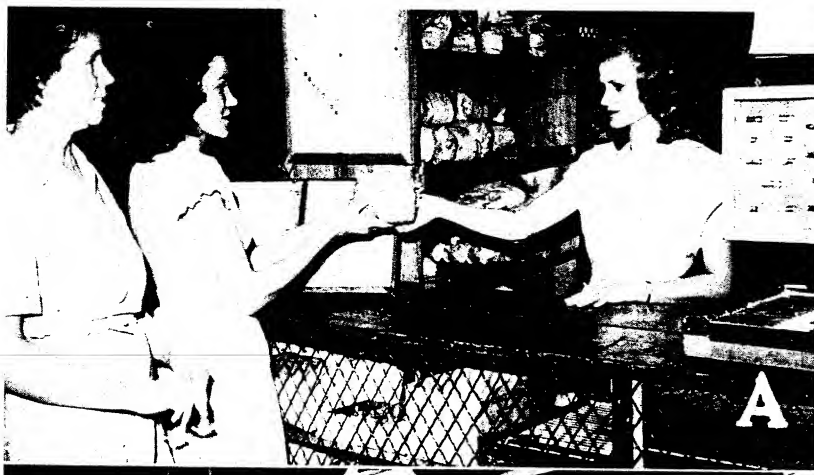
Autry the cowboy is, as far as his public is concerned, an entirely different person. He must be careful to adhere rigidly to a strict "cowboy's code." One false move would draw protesting screams from 80,000 fans who write him every month. He cannot, for instance: 1) shoot a man in the back, 2) gamble, 3) kick a man when he's down, 4) kiss the girl—ever. He can't drink or smoke, shouldn't hit someone smaller than himself, and can't take unfair advantage of anyone—even a bitter enemy.

It's only fitting that Ft. Madison should play host to the World's Champion Rodeo troupe. Our roots are deep in the nation's history, and when we team up with Gene Autry, it's a "natural."

SHEAFFER BRONCO BUSTERS:

L-R:—William Casady, Gold Nib; Alice Rasmussen, Export; Karl Stempel, Repair; Selma Huebner, Metal Fab; Naomi Gray, Metal Fab.





A



B



C



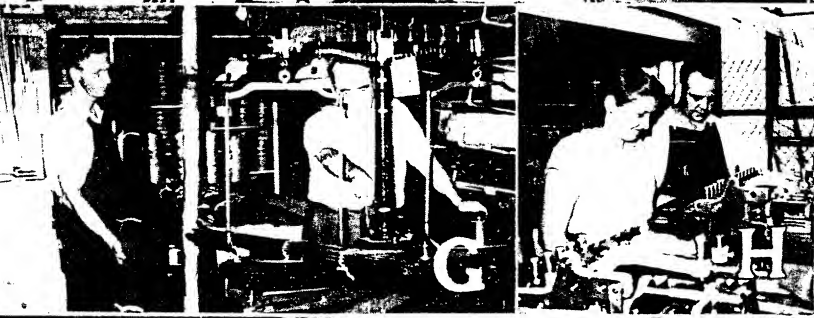
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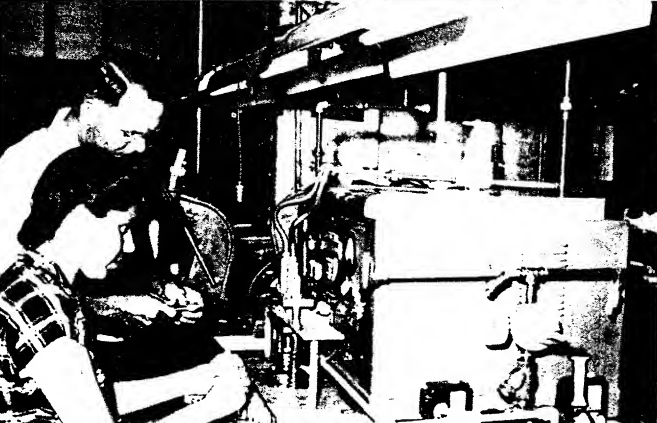
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METAL

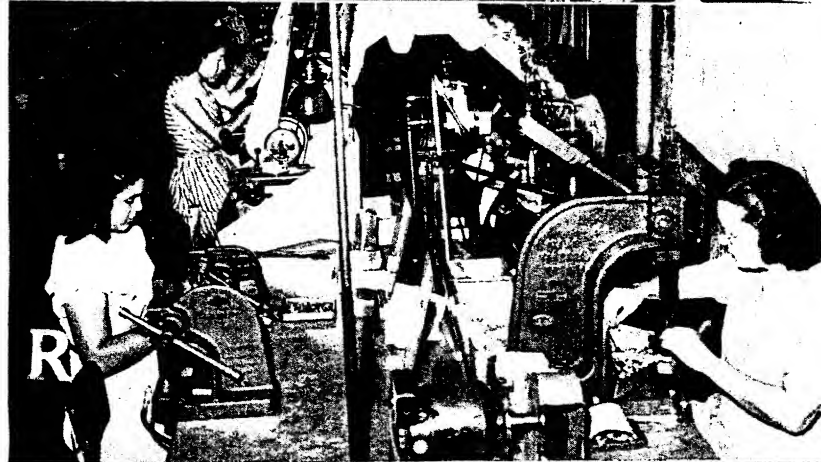
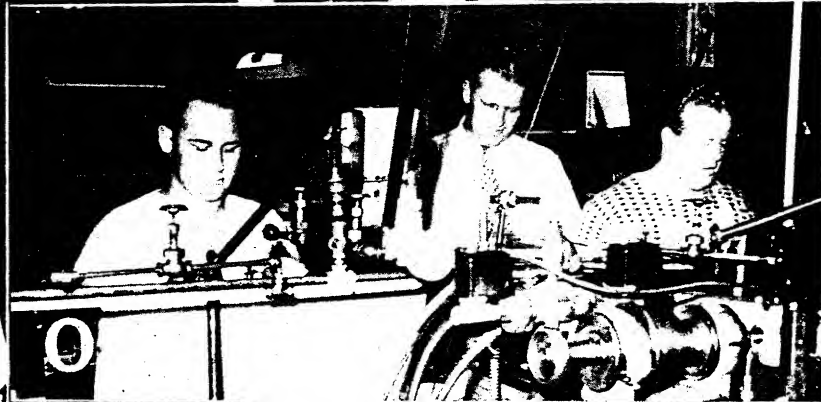
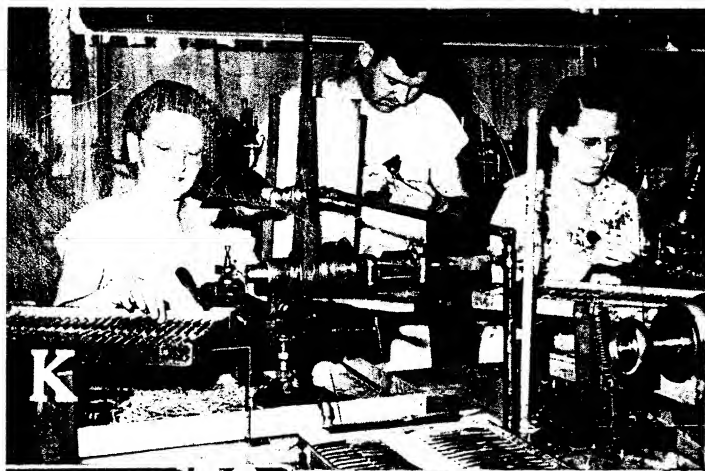
- A (l-r)—Mary Babe, Margaret Woodburn, Mary VanWinkle.
- B (l-r)—Elsie Xander, Floyd Hancock (Inspection Foreman),
Oletha Underwood, Elvia DeVol, Gladys Gray, Mae
Wells, Aurelia Estrada.
- C (l-r)—Doris Kincaid, Helen Harrison, Mary Lepp, Elma
Lohman.
- D —Arthur Richardson.
- E —Delbert DeVol.
- F (l-r)—Artie Hall, Virginia Votzmeier, Frances Ramirez.
- G (l-r)—Harold Staat, Joe McCaffrey.
- H —Genevieve Wilson, Ralph Frye (Asst. Foreman).
- I —Rose Frausto, Walter Watson, Jr. (Supervisor).
- J (l-r)—Dorothy Yeager, Hellen Breen (Floor Inspector),
Maturion Simmons (Janitor), Louise Boeding.
- K (l-r)—Gladys Piper, Karl Peterschmidt (Floor Inspector),
Eva Heryford.
- L (l-r)—Peryl Kress, Jean Hayes, Flora Price, Gladys
Dillavou.



G



I



DEPT.

M —Patricia Kent.

N —Elva Huett.

O (l-r)—Robert Painter, Paul Wilmesmeier (Foreman), John Wilson.

P —Thelma Richardson (Secretary) and Harry Willis (Department Manager).

Q (l-r)—Elbert Lunn, and Elmer Davis.

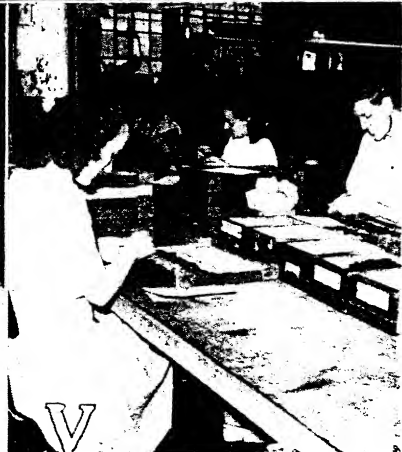
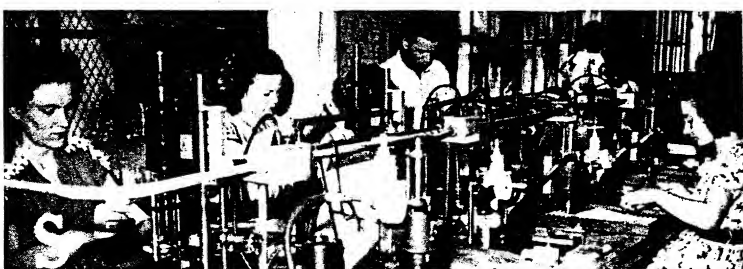
R (l-r)—Stella Sanchez, and Clara Couchman, foreground; Lucina Estrada and Evelyn Kuhljuergen, back ground.

S (l-r)—Maxine Junkins, Evelyn Rogers, Joe Peacock (Supervisor, Pauline Reu.

T (l-r)—Selma Huebner, Ruth Rudd, Glotia Scanland, Betty Hawkins.

U (l-r)—Nyla O'Day, Milton Danley (Floor Inspector), Eleanor Hudson, Naomi Gray.

V (l-r)—Bernice Stinson, Jessie Muntz, Carl Holterhaus



SHEAFFER'S REVIEW

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Women of the

W. A. SHEAFFER PEN COMPANY

General Offices and Factories,
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Quincy, Illinois

Canadian Office and Factory,
Malton, Ontario, Canada

Sales Offices, New York City,
Chicago, San Francisco

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Fort Madison, Iowa

Printed in U. S. A.

EDITOR - - - D. A. REED



Get Along Little Dogie...

If you'll observe closely you'll notice that most Ft. Madison residents, both young and old, are walking with an ever so slight rolling gait these days. There's more light between their knees—their legs are slightly convex. The Rodeo is coming to town, and only the most backward will be walking straight by that time.

To our knowledge, Bob Casey, Director of Research and Chief Chemist, is the only person at Sheaffer's—male or female—who can roll a "fag" out of a Bull Durham sack and not spill a grain of tobacco. Bob is certainly in an enviable position and the rest of us are lucky he isn't the type to flaunt his superiority when it means so much. Put him on a white horse and he would be our choice for Gene Autry's understudy.

Most prominent of local Autryites are the Ft. Madison businessmen who have been sporting satin cowboy shirts for the past month or so—especially the "bravest of the brave" who are wearing the red ones.

All of us can be proud of the great effort our community leaders have made to inaugurate a healthy, clean, profitable show that will annually draw thousands to Fort Madison.

Hats off to the Rodeo Committee and its many helpers! (10-gallon hats, that is.)

Process Engineering Pays Off

The young fellow who is pictured above using a **Shadowgraph** machine in the Gage Room is Geoff Walter, one of our up and coming Process Engineers. Geoff, who is actually part of the Engineering Department, hangs his hat in the Gold Nib and Pen Assembly Departments these days. He's "assigned" to Pete

Jungbluth to carry out the many and varied projects which are expected of a Process Engineer.

DO-ALL

For a Process Engineer is many things. He must be, in a way, a Charles Kettering for the Sheaffer Company. He must be, first of all, a trouble shooter; must continually work out new ways to eliminate the kinks in any operation with which we're having trouble. He must carry on experimental work—original conceptions of better ways to do things. He must work out methods to try various suggestions—to see if they're practical. He must keep his eye and his mind open to entirely new processes, and work them out. He must help design gages and new equipment. He must, to some extent, help work out new tools for certain jobs.

BACK GROUND

Geoff Walter has the background and qualifications for this type of work. He studied Industrial Engineering at Iowa State College and graduated in 1946. Geoff confided: "The fountain pen business is a unique business. In school we learned how steel, electric motors, automobiles, etc. were made, but nobody mentioned fountain pen manufacturing. A newcomer has to start from scratch."

Maybe so, but it looks as if Geoff is coming up fast on the inside track.

"On the Cover"

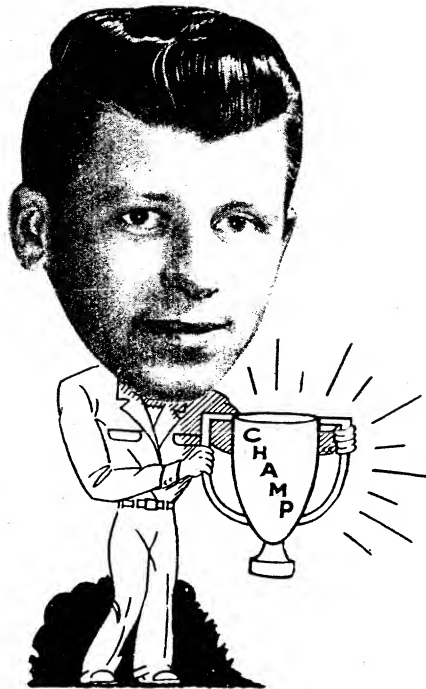
The "Review's" tribute to the Gene Autry Rodeo is our cover shot of Gene himself, about ready to burst into "That Silver Haired Daddy of Mine." America's Singin'est Cowboy will strike a similar pose for Sheaffer people who attend the Rodeo September 11 or 12.

SHEAFFER'S
Review

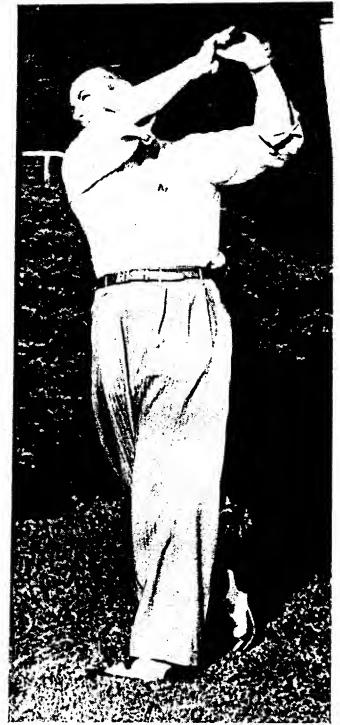




MAURY SLOAN—Long Ball



JIM JONES—Low Total



JIM EMERSON—Low Ball

Sheaffer's Threesome Excels

The "Review" pays tribute this month to three of the world's best golfers. Ordinary bumbling duffers like you and I don't deserve to carry their clubs over the fairways (they're never in the rough), but editorial license permits us to peek guardedly into their private lives for a brief moment.

SLUGGER SLOAN

Maury Sloan started with Sheaffer's in 1937, and holds down the job of Inspection Methods Analyst in the Inspection Department. He doesn't weigh over 140 pounds dripping wet, and if you saw him around the plant, you wouldn't think he could knock a golf ball ten

feet. But don't be fooled by his friendly smile and his mild bearing. When he grasps a driver in his hand and squares away at a golf ball a fierce, relentless side of his character comes to the surface, and the swipe he takes at the ball is enough to make the bravest of men blanch dead white. Maury's drives average somewhere between 300 and 350 yards on a wet day with a dead ball into a strong headwind.

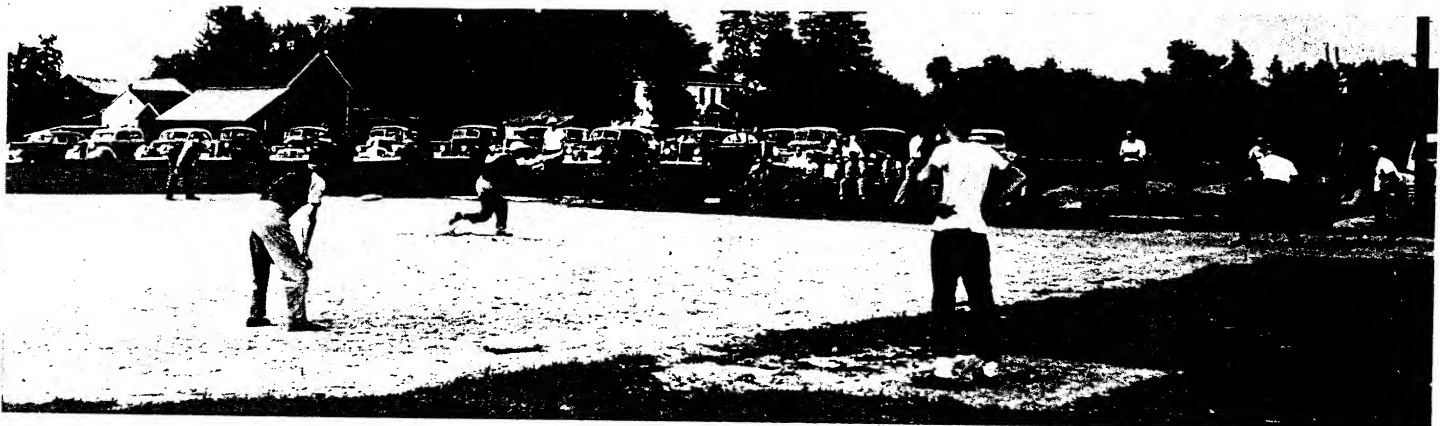
CHAMP JONES

Even though he doesn't smack the longest drives, Jim Jones is one of the country's best all-around golfers. Good enough, in fact, to capture top place in the Country

Club Tournament this summer. Jim is our Southern Sales Manager and has been with us about two years.

UNBELIEVABLE EMERSON

Last, but not least, is the man who recently tied the all-time world's record for a low score on one hole. Jim Emerson, with the greatest of ease, took but one stroke on the ninth tee at the Fort Madison Country Club and plunked his ball into the cup on the green at the other end. Jim is Department Manager of Addressograph, and has been with the Company 14 years. For his remarkable feat he received, among other awards, a whole case of Wheaties—Breakfast of Champions!!!



TYPICAL SOFTBALL SCENE—Gold Nib (dark shirts) and Pencil teams battle it out

Strictly for Ladies ...

BY KAY

LET IT RAIN!!

Dame Fashion is really "on the beam" these days when it comes to wearing apparel for rainy days.

Can you remember when dressing to go out in the rain was such an ordeal that it was more pleasant to stay inside?

Along with raccoon coats and flivvers came the slicker, a revolutionary development in rain coats for both men and women. These were generally yellow or olive green and always reeked of rancid oil. In the winter, they were stiff and cold. More highly valued as billboards than as protection in wet weather, these little numbers were decorated with friends' autographs and "eye catchers" like **Oh, you kid** and **Kiss me**. Dog collars were worn around the neck to complete the costume. The slicker might also have been called a sticker, for that is what it did after it was exposed to a few showers.

Modern rain coats, however, are both good looking and water resistant. You can wear them without risk of smothering and without being conspicuous should the sun decide to shine. One kind can be folded into a neat little bundle and stored in purse or pocket when the sky clears.

New styles in rain coats are feminine, too. Wearing them, you can keep dry and still not give the impression that you're about to take a ride in a whaling vessel or on a fire truck.

To set off your colorful, streamlined "let it pour" cape or coat, matching head coverings and umbrellas are available. Even rubberized foot gear has been re-designed to keep in step.

This fall when the rains come, you can be proud to be prepared.

Imagine being dry and chic at the same time!

Come and Get It!

A half day of fun and food is being planned for employees and their families who attend the Sheaffer picnic at Ivanhoe Park on Saturday, September 18 at 12:00 noon.

Pack a basket lunch with provisions for your own needs and a little extra to trade with your neighbor for something he brings that you may like better. Soda pop and ice cream will be furnished. The women interested in the various departments are urged to get together to plan the food needs of their respective departments, so that they can have balance and variety to offer their starving husbands and children.

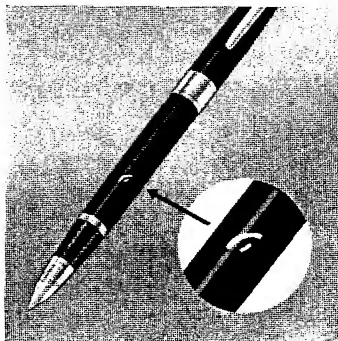
Six committees from the Activities Committee are planning entertainment and, perhaps, a surprise or two, for all of the lucky people who are on hand. Aurelia Atkinson, IBM, is general chairman.

Did You Know ...

Every once in a while a Sheaffer pen is returned by a customer who tells us there's a defect on the barrel; that there are a couple of gold "scratches" on her new pen.

You can bet that this customer is not a secretary. If she were, she would know right off that those two gold "scratches" are not defects. They merely say "shorthand" in shorthand, thus indicating that the pen is Sheaffer's Gregg-endorsed shorthand model.

It requires a lot of skill and experience to make a good shorthand point. It must be rigid, so that pressure won't shade the lines; and it must be of a special degree of fine-



Pick It Up!

Every good housewife knows the value of the motto "a place for everything—and everything in its place." If that rule is ignored around the home it means a messy appearance—but not necessarily a dangerous place. If good housekeeping rules are ignored in the plant, though, someone is going to get hurt—and it very easily could be you!

Roy Maxwell, your Safety Director, urges you to get your house in order this month and make your Sheaffer work area a safer place for you and your neighbors. Tomorrow morning, take a personal inventory and make sure you're up to par on these points:

1. Everything in its place.
2. Uncluttered passageways.
3. Clean aisles.
4. Condition of main floor.
5. Condition of stairs, stair landings, fire escapes, and handrails.
6. Objects overhead that could fall.
7. Safe piling of materials.
8. Clean machines.
9. General plant cleanliness.
10. Tidy condition of yards.

REMEMBER ...

Alert Today—

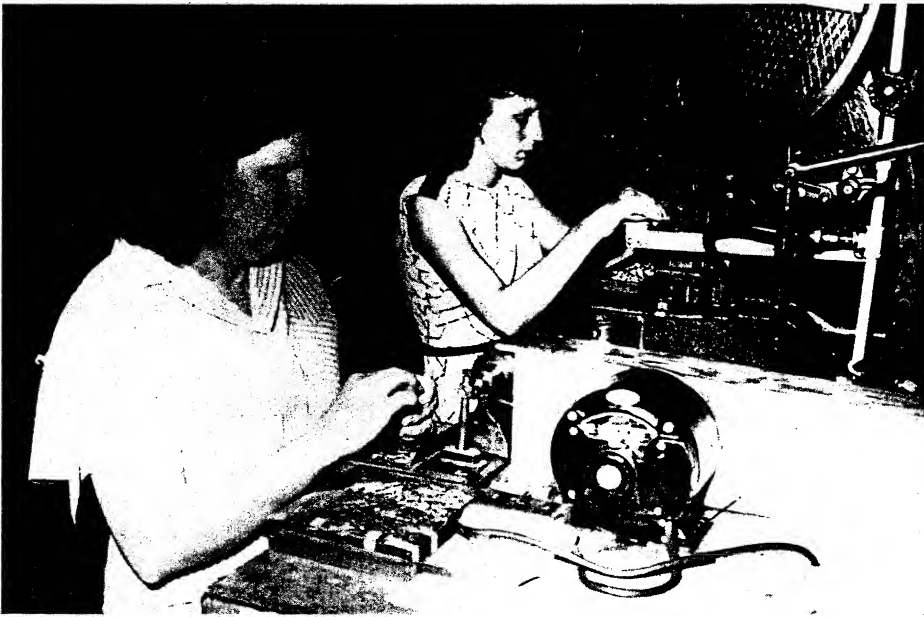
Alive Tomorrow!

ness that shorthand writers like. To make certain we have it right, each one is given a special writing test before it leaves the factory.

That's why Sheaffer's shorthand pen is endorsed by Gregg—the system used by most secretaries. We make a pen to fit every writing need.

SHEAFFER'S *Review*





Margaret Menke (background) forms bead bands, while Irene Page chamfers lead carriers in Punch Press Dept.

Smaller Departments Play Important Role

Plating and Polishing

One big difference in Sheaffer merchandise is the way the metal parts shout quality. The rich, lasting gleam of our gold "findings" or trimmings puts our merchandise in the jewelry class wherever it's sold. And the reason behind this quality appearance is the Plating and Polishing Department.

HERE'S HOW

Electroplating is a rather complicated process involving "ions", "positive poles" and a lot of other 75c terms. So that ordinary guys like you and I can understand it, Harry Wehmeyer (Department Manager) defines electroplating thus: "A process by which one metal is deposited on another by the passage of electricity through a chemical solution." Take our palladium plated gold pen points for instance. The 14K nibs are fastened on a metal rack and covered with rubber "masks" in such a manner that only the portion of gold which is to be plated is left exposed. After cleaning, the points (on the rack) are submerged in a palladium plating solution through which an electric current is flowing. This cur-

rent causes the palladium to be firmly deposited on the gold.

In this manner (without the rubber masks) we plate desk set ornaments, pencil parts such as magazines and tips, other pen parts such as bands and barrel thread rings. We use various kinds of plating: gold, palladium (a platinum metal), nickel, and chromium. About 125,000 parts are plated a day.

Before plating, a piece of metal must be polished to a blinding bril-

liance; otherwise, it will show rough spots. Ten buffing lathes, equipped with various types of muslin buffing wheels for a mirror finish; abrasive high shine. "Cutting" rouges and jeweler's rouge are applied to the wheels for a mirror finish; abraisaive compounds are used for the silky "satin finish" on steel caps. Before buffing, many parts are "tumbled" in six revolving burnishing barrels to remove burrs, to polish, or to clean. 38 people process about a **half-million** (count 'em) parts a day in the Plating and Polishing Department. That's going some in anybody's factory.

Punch Press

Imagine, if you will, 55 new Ford sedans piled sky high—one on top of another. They would weigh, roughly, about 144,000 pounds. In our Punch Press Department, one press, with one last stroke, puts that much weight on a desk set nameplate to smooth it out. Fingertip control by the operator does the job.

JOBS

The Punch Press Department, though small, does a big job—a "bang-up" job, if you will. These 12 people produce parts for the Quincy plant, and for the Desk Stand, Holder, and Pencil Departments. They make lead carriers,

(Continued page 3, col. 2)



Paul Trainer (left) nickel plates thread rings, and Archie Adkins strings sockets for gold plating, while Asst. Foreman Wilfred Beckert inspects in Plating Dept.



Harvest Time

The beautiful front cover picture on this issue may not impress you much. To you who work with Sheaffer's and live in Iowa or Illinois, it's just a nice, natural scene. You take it for granted, perhaps, because you're accustomed to seeing similar beauty most every day—every Fall.

But most of you have had, at one time or another, visitors from another section of the country—from a metropolitan area—who would tell you time and again how lucky you are to be living out here in "God's Country." You probably shrugged it off because you figured they were just trying to be nice to you, their host.

But let's think it over. Almost without exception, people who work for **any** company, whose product is internationally accepted, are forced to work in the grime and noise of big cities. They must endure long, uncomfortable rides on streetcars, busses, or commuters'

trains. They must waste half their waking hours getting to and from where they're going. They don't know their next door neighbor. They never see a familiar face when they're downtown shopping. A smile and a friendly greeting from a stranger would startle them.

They aren't fooling when they tell us we're lucky to be living and working close to the soil. Scenes like our front cover picture are hard to visualize when you're packed into a subway car.

PUNCH PRESS—(Continued)

washers, and pushwires for the Pencil mechanism; pen and pencil box type spring clips; pressure bars for lever pens, all desk set nameplates and trimmings.

They work with all kinds of metals—stainless steel, brass, monel metal, nickel silver, and inconel (a stainless alloy that is 48% nickel, 14% chrome). Of course, they use gold-filled stock for the clips.

Punch Press is a war baby. Addi-

SHEAFFER'S

REVIEW

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W. A. SHEAFFER PEN COMPANY

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EDITOR - - - D. A. REED

tional presses purchased for war work were retained and herded into one room. Twenty-six presses, large and small, manned (and womaned) by 12 operators, can turn out a maximum of 850,000 pieces per day. The speeds vary; one small press can produce as many as 31,500 pieces an hour. And that, too, is going some in anyone's factory.

Sheaffer's Hunters Form New Club

Here's how to cut your meat bill in half: Just get out your family blunderbuss, practice a few times with Sheaffer's new Trap & Skeet Club members, then fill your larder with teal and mallards this Fall. Lowell Andrews, shooting instructor, will show you how to do it with mirrors.

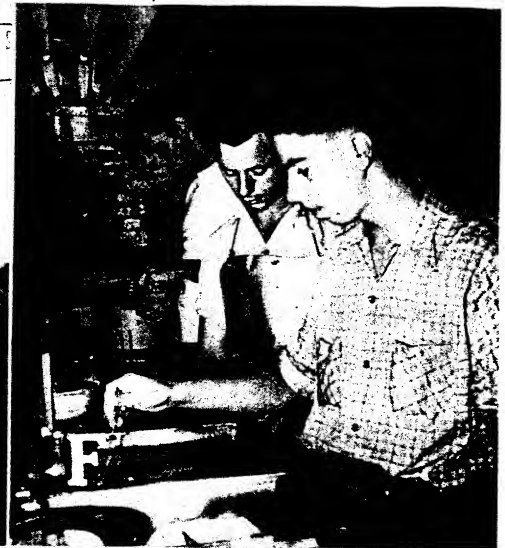
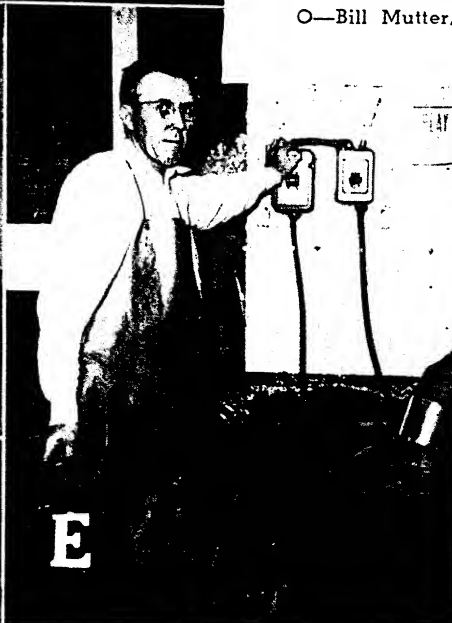
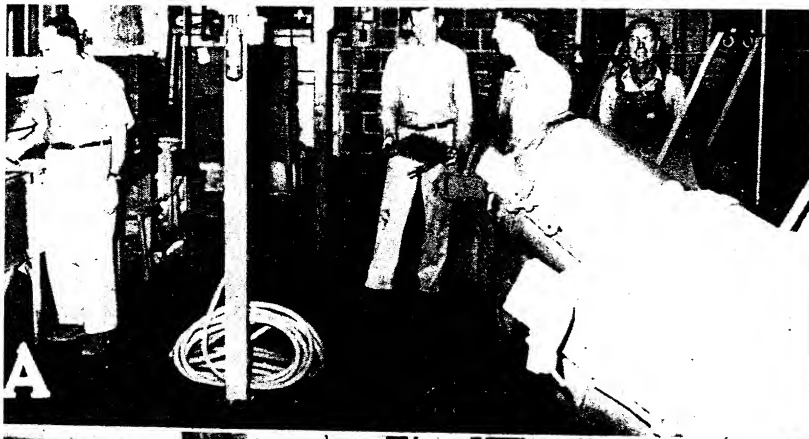
When Joe Heitz, Pencil Assembly, asked for volunteers to form a new shooting club, 68 Sheaffer people signed up. They've had two meetings (or "shoots") so far, one on September 11 and the second on October 2. The Green Bay Chapter

of the Izaak Walton League very generously offered the use of their Trap and Skeet Fields to a Sheaffer Club, and it looks as if this will be one of our more popular activities in the future.

The object is to practice up on clay pigeons so that, later on, real ducks can be shot from the hip with the greatest of ease. Free instructions in gun safety and shooting are offered. Everyone who works at Sheaffer's is invited. All you need is a gun and the urge. Watch the bulletin board for an announcement of the next meeting.

SHEAFFER'S SKEET SHOOTERS IN ACTION





Plating

- A (l-r):—Harry Isenberger, Thomas Cormick, Leslie Akers, Fred Buechel, Janitor.
- B (l-r):—Rosalia Bohenkamp, Wilma McNally, Frances Mattson, Wanda Guzman.
- C (l-r):—Ed Lawlor, Foreman, Vincil Mead, Harlan Horstman, Charles Bertleshofer.
- D (l-r):—Ural Lewis, Sidney Pinkston, Supervisor; Chester Robinson.
- E—Myron Boozan.
- F (l-r):—Lawrence Beckert, Harry Dusenberry, Lester Cameron, Paul Kamp.

Pun

- M—Cecil Hamilton.
- N—Leonard Boeding.
- O—Bill Mutter, Supervisor, Orville St. Clair.



Polishing

G—Grace Strah (Secretary), and Harry Wehmeyer (Dept. Mgr.)

H (l-r):—Leo Stevenson, Arthur McDaniel, Tommy Harker, Glenn Richardson, Joseph Johnson.

I—Virgil Alton.

J (l-r):—Betty Gillett, LaVon Harr, Martha Edwards.

K—Helen Hutchison, Leo Zumdom.

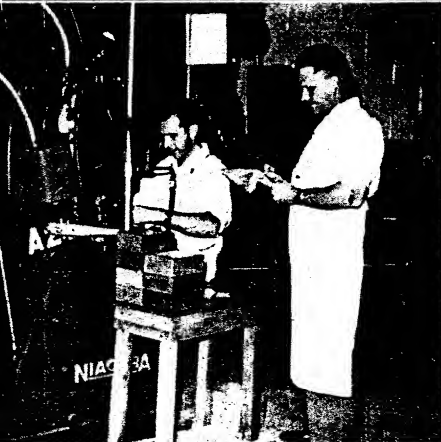
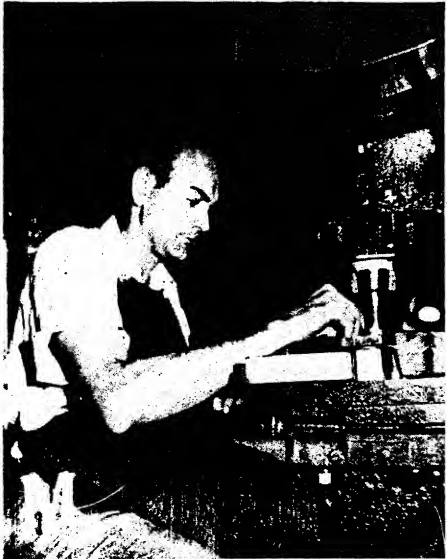
L—Wesley Krehbiel, Walter Rippenkroeger.



Dress

P (l-r):—Harry Dusenberry, Eugene Lile, Albert Schlicher, Walter Baldwin, Floor Inspector.

Q (l-r):—Inez Wilt, Mary Worden, Thelma Shekelton.



SHEAFFER FAMILY PICNIC IS REVIVED

Pictured below are a few typical scenes at the Sheaffer Family Picnic held on September 18, at Ivanhoe Park. Sack races, potato races, three-legged races, back and forth races, a bubble gum contest, quiz show, Bingo game, and horseshoes kept everyone busy — young and not-so-young.

C. F. Sheaffer offered a few words of greeting, Ben Byers dove off a telephone pole into a glass of water (by electrical transcription), and "Old Man River" was rendered by Bud Metzinger, Howard Frey, Harry Emerson, and Paul Riley (also by electrical transcription).

COMMITTEE

Hats off to a large, hard working committee that made the wheels turn smoothly for the enjoyment of 1500 Sheaffer people. Aurelia Atkinson (I. B. M. Department) rep-

resented the Activities Committee as general chairman, assisted by Powell Taapken (Pen Assembly) and Louis Smutzer (Pencil Assembly). Dick Briggs (Personnel) ran a fairly legitimate Bingo game, with Malcolm Evans (Molding) and Reece Schmidt (Testing Lab) acting as shills. The P. A. system and clev-er script were handled with a professional touch by Milo Cuthbert (Gold Nib), Bill Schneider (Shipping), and Darwin Cuthbert (Export Shipping). Jack Stowe (Quality Control) Bud Metzinger (Testing Lab) and Mike Mitchell (Scrip) handled parking and the races.

HELPERS

A bushel of orchids go to those who held down less glamorous, but very important jobs that put the tick in the clock:

Loading and Unloading:

Bernard Groene (Stock Room).

Louis Smutzer (Pencil Assembly).
Reece Schmidt (Testing Lab)
Geoff Walters (Pen Assembly).
Floyd Hancock (Pencil Assembly).

Wayne Mitchell (Gold Nib).

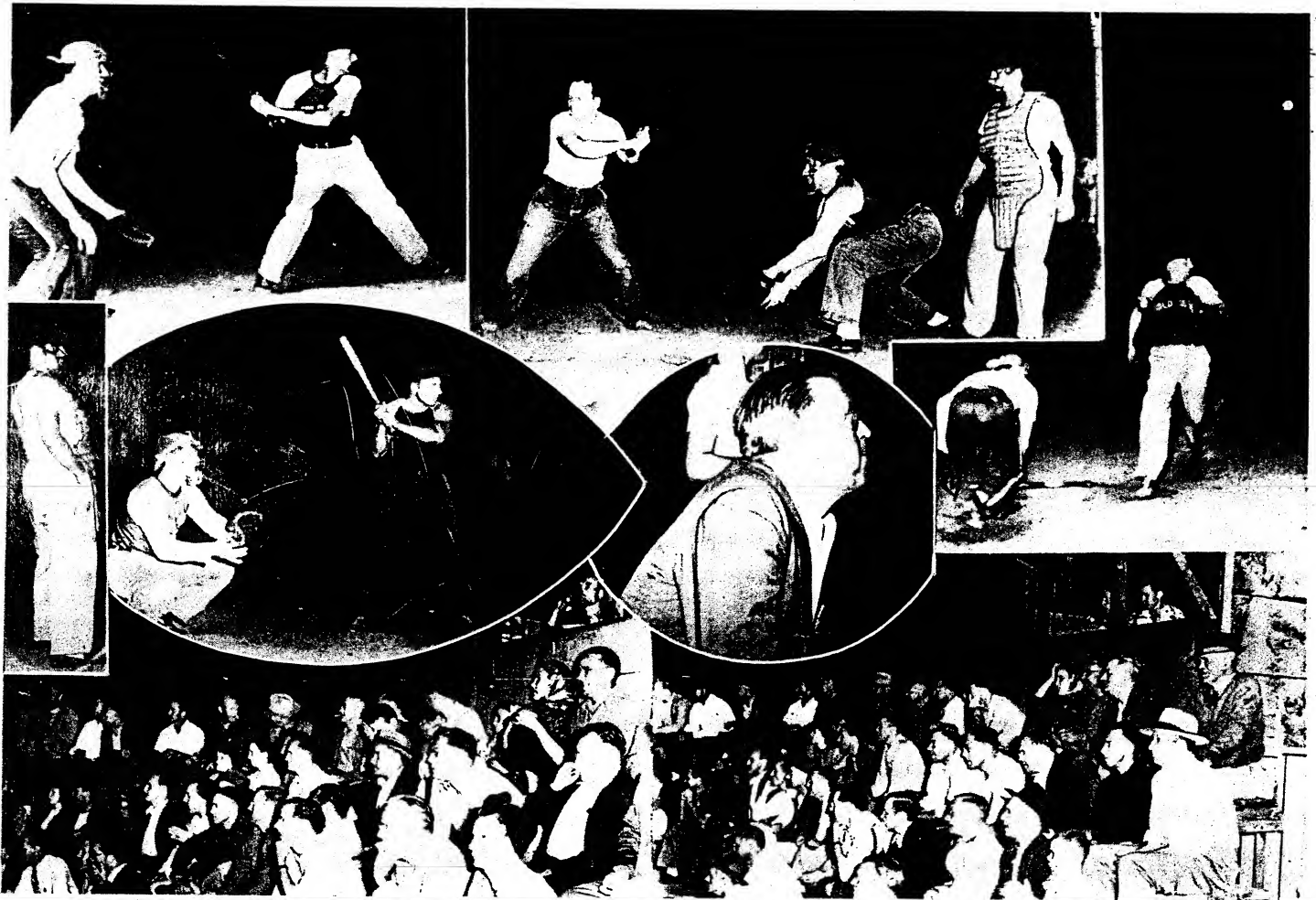
Ice Cream and Pop:

Powell Taapken (Pen Assembly).
Louis Smutzer (Pencil Assembly).
Nell Risser (Inspection).
Coral Richers (Gold Nib)
Bob Wehrman (Sales).
Ethel Wehrman (Quality Control).

Millie Smutzer (Inspection).
Roseanne Kokjohn (Metal Fab).
Geoff Walters (Pen Assembly).
Doris Busard (Addressograph).

The Review wants to take this opportunity to sincerely thank the Fort Madison Park Commission for their fine cooperation in helping make this picnic a success.





SOFTBALL TEAMS WIND UP SEASON

Exciting as they were, the major baseball league races had nothing on Sheaffer's men's softball battle this season. Not more than a game or two separated each team from the one above it. By the skin of their teeth the Tool Room boys finally nosed out the unpredictable Office team for top position for the season. Final standings were:

Department	W	L
Tool Room	12	1
Office	10	3
Metal Fab	9	5
Gold Nib	7	6
Plant #2	6	7
Pencil	5	8
Holder, Radite	3	10
Drafting	1	12

The 10 best hitters were:

Name & Department	AB	H	AV.
Schneider, Office	38	19	.500
Metzinger, Pencil	39	19	.488
Davenport, Drafting	35	17	.485
Wilson, Metal Fab	49	21	.428
McCabe, Office	45	19	.422
Holterhaus, Tool Room	50	21	.420
Thompson, Tool Room	45	18	.400

Mutter, Pencil	46	18	.390
Chambers Office	49	19	.387
Hatala, Metal Fab	39	15	.382

The above men are listed as in the departments in which they played.

Pitchers who won two or more games:

Name	W	L
Richmond	12	1
Schneider	8	4
Comstock	6	3
N. Hatala	6	3
Rhode	4	6
Clark	3	10
Hoenig	2	7
Hughes	2	2
Holterhaus	2	1
Rea	2	7

In the wind-up tournament, the Gold Nib won the trophy for the second consecutive time by walloping Plant #2 12-0 in the final game behind Ray Hughes' tight pitching. Office outplayed Pencil 5-1 for Consolation Prize. Pictured above are a few tournament action shots.

WOMEN

Mary VanWinkle presided over an active women's league of four

teams. The metal Fab gals ran away from the field to lead the pack. Final standings:

Department	W	L
Metal Fab	11	1
Shipping	6	6
Office	5	7
Gold Nib	2	10

EMPLOYEES' PARK

The most encouraging note of the entire season is the fact that Sheaffer people, both men and women, now have their own place to play softball. According to Paul Wilmesmeier, President of the Men's League, the men's diamond "is one of the best in south eastern Iowa. The ground is the right type, because it's 'live' ". A great many interested softballers pitched in to help build these two fields up, but Paul was the driving force that was needed to carry the job through. Hat's off to Paul for a job well done!

Strictly for Ladies...

By KAY

APPLE SAUCE

October is the month of blue skies, red trees, yellow pumpkins, and black witches. It is the harvest season, flirtatious Indian summer, clinging with one hand to warm weather, "fast-a-fleeting" and with the other to Old Man Winter, fast approaching. Try these recipes on your family, and see the gleam of satisfaction in their eyes.

SPECIAL APPLE PANCAKES

Sift together—

2 cups flour; 3 tsp. baking powder; ½ tsp. salt.

Add—

½ cups milk; 1 egg, well beaten; 3 tbs. melted shortening; 1 cup grated apple.

Mix above ingredients well and bake quickly on hot griddle. The cup of grated

apple may be added to any standard 2-cup quantity of ready prepared pancake mix, and may also be added to waffle or muffin recipes. The grated apple gives an especially delightful flavor to bran muffins.

APPLE BUTTER FILLED COOKIES

5 cups all-purpose flour; 2½ tsp. baking powder, 1 tsp. nutmeg, 1 tsp. salt. Sift and measure flour; resift with baking powder, salt and nutmeg.

1 cup shortening, cream until light; ½ cups sugar; 3 eggs well beaten, ½ cup milk. Add to sugar-fat mixture. 1 tsp. lemon extract. Add flour gradually, and mix thoroughly. Roll dough fairly thin, and cut rounds with biscuit cutter. Place teaspoon of apple butter in center of one round and top with another round on which a face or some other design has been cut. Press together around edges with fork tines. "Rouge" cheeks with red sugar cake decoration. Bake 425° F. 10 to 15 minutes.

HINT: Apples should always be kept in the refrigerator, ice box, or any cold place, **but not freezing**. If they should become accidentally frozen, they should be thawed gradually and used immediately. But always remember, "To keep 'em crisp, keep 'em cold!"



Tom's Green Thumb

Did you ever run smack dab into a bunch of gladioli walking around the plant? If you ever did, you found out that the legs belonged to Tom McDonnell of the Radite Department. Tom is the fellow with the "green touch" who raises giant sized multi colored glads and delivers generous bouquets of them to various departments along about August every year.

"I'd rather work with my flowers than eat," says Tom, and he means just that. Gladioli have been his special hobby for 10 years. "I think they are the most beautiful flowers anyone can raise. There is such a wide variety of colors that my favorite ones are sure to be represented. They possess

Bowling Season Begins

Once more the clatter of bowling balls knocking ten pins for a loop will be heard at the Sheaffer Club House, beginning October 6.

The Men's League, headed by Ernie Smallwood, (I. B. M.), has set up a 12 team schedule. Gene Davis (Screw Machine), last years' champ, holds down the secretary post. Dorothy Bendlage (Pen Assembly) leads the Women's 8-team league.

For the convenience of spectators, the row of booths which formerly adjoined the alleys was moved out to the center of the room. You're invited to cheer for your favorite team in comfort this season.

plenty of grace and poise. They are not temperamental but are easy to raise. A glad spike and its blooms will survive a lot of rough handling."

No wonder they are the loveliest gladioli in Fort Madison. They simply cannot disappoint a fellow who appreciates them so deeply and who takes such pleasure in sharing his favorites with his friends and relatives.



Read This--It's Shocking!

Pete Pen, relaxing on his favorite cloud in the cartoon below, got a load of juice the other day—and it wasn't orange juice. He backed into a wire he had spliced into a circuit just as some Hot Shot threw the line switch. He really had amps in his pants.

"Ohm'l," sizzled Pete, "Watts the matter? Wire you such a meat head? I could've been hurt series. Fuse come over here, I'll show you which is switch."

The boss threw some resistance into the circuit before Pete made contact with Hot Shot, and the three of them agreed that safeguarding electrical hazards requires **extra** care. When you're near anything that might possibly be classified as an electrical hazard—**start thinking**.



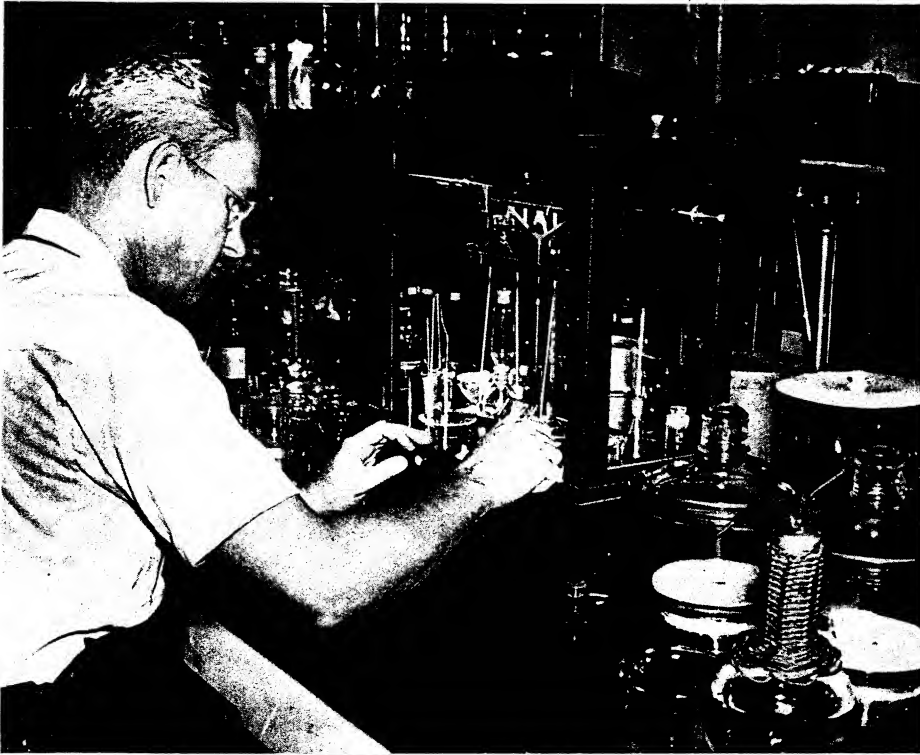
REMEMBER...

Alert Today—

Alive Tomorrow!

SHEAFFER'S *Review*





Roy Neal, Research Lab foreman, operating analytic balance.

Product Development, Research, And Testing Vital

Development Department

Our U. S. competitive system demands continual improvement—making something better than the other fellow and less expensive to manufacture. That's why we have more and better automobiles, radios, bathtubs, and fountain pens per capita than any other country in the world.

The heart of any successful business organization is its research and development laboratories. Sheaffer's wouldn't be a leader in the writing equipment field today if we had merely kept even with the mob. Our Development Department, and our Research and Testing Laboratory, have put us far ahead of the pack, and will make certain we stay there.

HOT SPOT

Lynn Martin and his gang in the Development Department are constantly on the hot spot. For instance, if there should be a sudden nationwide demand for a fountain pen

that would write on soft asphalt, it would be up to Lynn's department to produce it. If a product change works OK in development, but picks up bugs in regular production, Lynn could be called on for first aid. This department is responsible for function design and development of all Sheaffer products for all Sheaffer plants.

EXPERTS

Located in west end of the office basement floor, the Development Dept. is manned (no women here) by eleven carefully selected people who have at their disposal some of the most modern machinery available. They need fine tools, because they're called on to make everything from a model of a new product to equipment that will test the feasibility of that product.

Whenever something new comes through from Development, it's only natural that everyone should eye it critically. Sometimes the reason why a product is made a certain way is not readily apparent. Lynn

says, "When we develop anything new we must always consider three things— 1) Competition, 2) Sales, and 3) Patents." In other words, our decision is often shaded by outside factors, some over which we have no control.

One aim of the department is to develop **anyone's** ideas and to give credit where it's due. Suggestions from employees which involve a change of product, design, or function are investigated by Lynn Martin.

Development is our "top secret" department. From it will come Sheaffer's future — its reasons for leading the field.

Research and Testing Lab

Back around 1920 the Research Lab was one R. S. Casey. — and nobody else. His Phi Beta Kappa key was still very shiny in those days, and Skrip was but a twinkle in his eye.

Since then the "Lab" has expanded to a department of 17 technicians who work like beavers with testing tubes and Rube Goldberg machines.

RESEARCH LAB

Bob Casey, Chief Chemist, actually has two departments under his wing — the Research Lab and the Testing Lab. The main function of the Research Lab is to improve Skrip—to make it even better for fountain pen use in particular and pen writing in general. Bob devel-

—Continued on next page—



Elmo Johnson at a Development Department microscope.

RESEARCH and TESTING LAB

(Continued from preceding page)

oped Skrip in 1922, and it has led writing fluid sales for years.

A secondary function of the Lab is to make certain the water you drink at the plant is the best available. It comes from a deep well, and in its pure state contains enough iron to build the Queen Mary. A special iron removal plant is housed in the small white brick building behind the main office to convert the well-water to the sparkling, healthful water you drink.

TESTING LAB

Generally speaking, the people in the Testing Lab handle two important aspects of the business: They analyze the raw materials that go into the manufacturing of all our products to make certain they meet our standards. They also help to establish specifications for these materials. Secondly, they do performance type testing of finished products which are taken right out of production at random. They try to duplicate conditions of normal use in the field — by John Q. Public, who is, after all, the final inspector. For instance, they'll take a finished pen out of the Shipping Department, fill it up, and put it on a writing machine to see how long it will write before it needs a re-fill. Three or four girls actually write with other pens all day long — day after day — to duplicate normal writing conditions.

Herb Lindsay heads up the Testing Lab, and one of his babies is a Metallurgical (Phew!) Lab located in Plant # 2. Here he tests and examines all metals used in the plant, from tool steel to gold alloys.

SEPARATE UNIT

The Development Department and Research and Testing Labs form a separate company unit, all under the guidance of W. K. Olson, Director of Development. Although his division works quietly, behind the scenes for the most part, Sheaffer's reputation for the "finest" in the field depends a great deal upon the effectiveness of our research and development.

HOLDER AND RADITE COMBINED

When our new plastic, Radite II, was introduced many of our manufacturing processes were changed. Operations in the Radite Department were very materially reduced. Other departments had to be expanded and no space was immediately available. The Feed Department was moved to Plant #5. The Holder Repair was moved to Plant #2 and combined with Butt Weld. Radite operations were condensed for efficiency.

The next logical move, to carry the general plan through, is to combine the Holder and Radite Depart-

ments. This will be done by abolishing the Holder and Radite Departments as such and combining them to make a new department called "Plastic Fabricating Department." Another good reason for combining these departments is that the Development Department has worked out a design change in our product. This requires changes in processes that justify moving Holder Department to the Radite Building.

The next major move will be to shift the Pen Assembly Department into the space now occupied by the Holder Department, thus providing room for Gold Nib expansion.



A-HUNTING-WE-WILL-GO—Karl Stemple, manager of our Repair Department, took this unusual hunting picture in 1935 on the North Platte river in Sutherland, Nebraska. The shot won Karl honorable mention in an Eastman Kodak contest.

Did You Know...

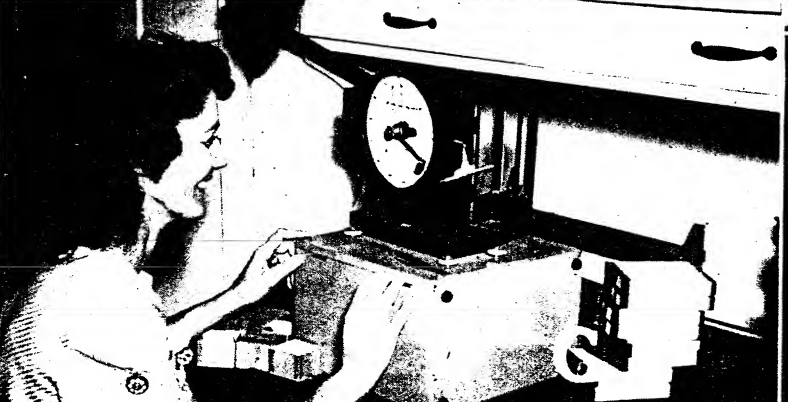
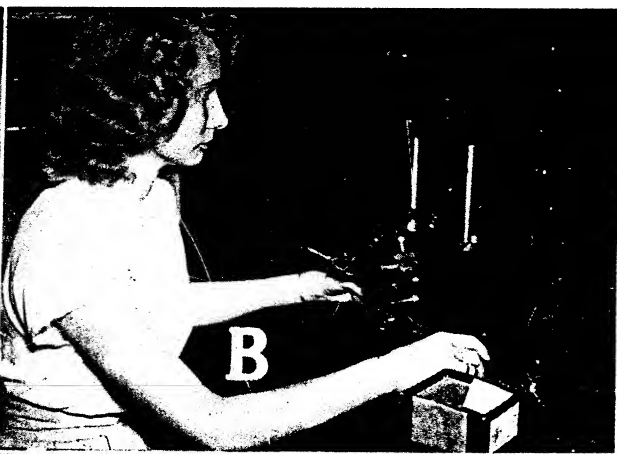
A while back the "Review" gave you the lowdown on special Gregg endorsed shorthand pens, so named because they were equipped with shorthand nibs.

We have up our sleeve a nib that is even scarcer than a good shorthand point — a special music nib. Joe Simpson, special grinder in the Gold Nib Department has been grinding these music nibs for years. A music point is a very broad, very

flexible point with two slits instead of one. This permits a composer to draw a musical note, then put the little "tail" on it, all with the same pen.

Joe Simpson, incidentally, can grind almost any kind of a nib you think of. When a left hander who writes from the northwest instead of the southeast is at a loss, Joe can grind the oblique nib that will set him straight. He can make a point to fit any hand.

When it comes to writing, come to Sheaffer's!

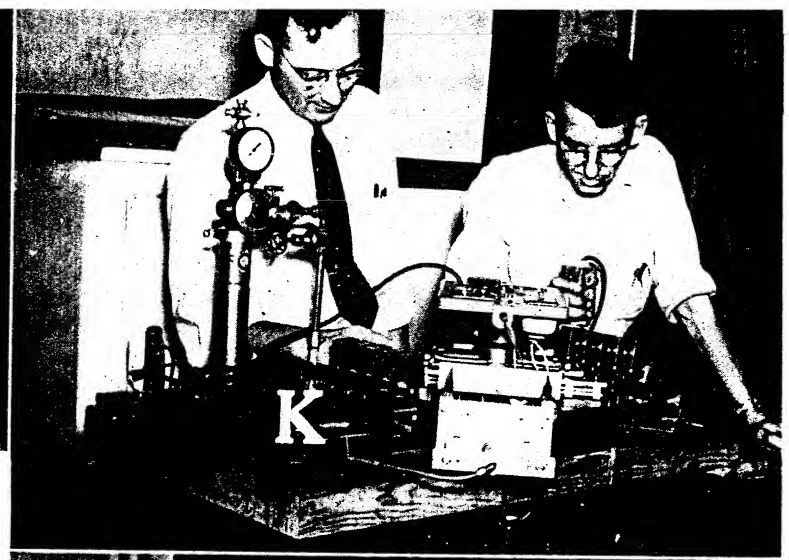
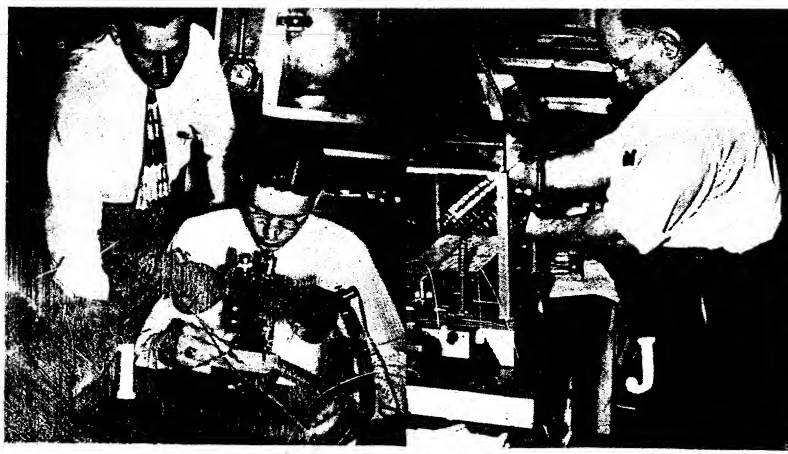


Research and

- A—Betty Kennedy
- B—Mary Ida Pilkington
- C (l-r)—Irene Williams, Irese Williams
- D (l-r)—Evelyn Creech, Robert Rhode, Betty Davis
- E—Betty Spencer

Developme

- K (l-r)—Dale McCray, Lee Ross
- L—Deo Blott
- M—Dick Mansheim
- N (l-r)—Charles Starburg, Paul Heinzel

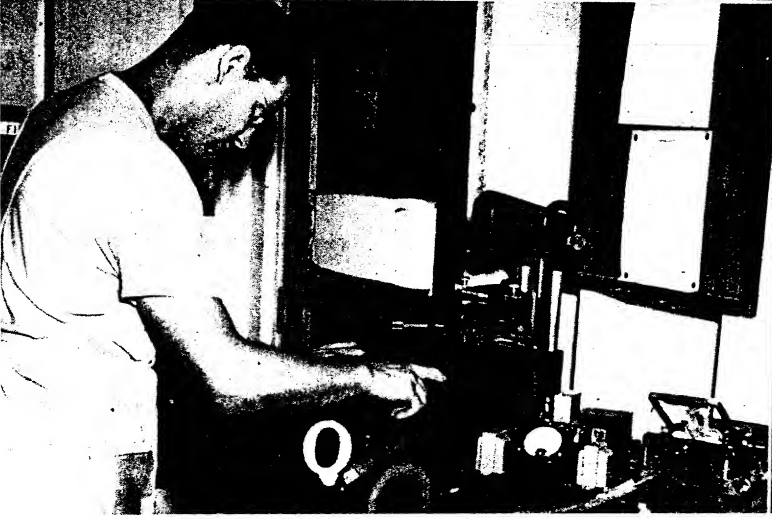
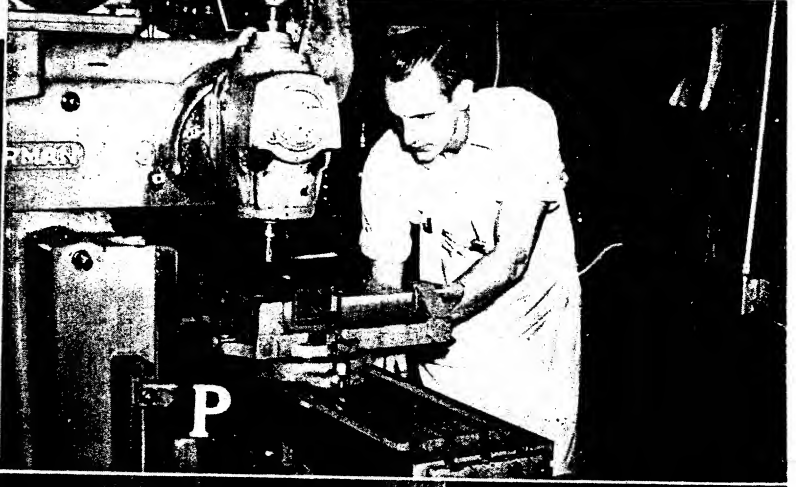
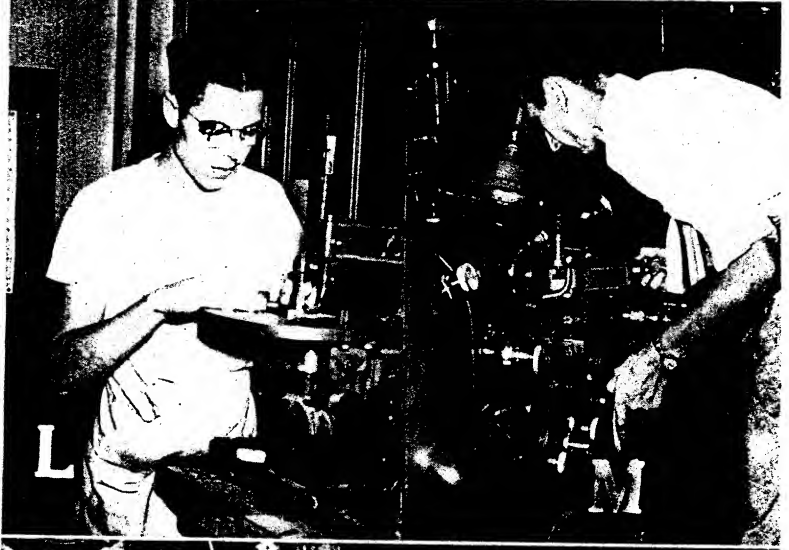


ing Laboratories

- F—C. H. Lindsly
- G—Amy Abel
- H (l-r)—Dorothy Billman, Bob Casey
- I (l-r)—Bud Metzinger, Paul Riley
- J—Shorty Prasch

Department

- O—Jimmy Stewart
- P—Dale Thomson
- Q—Edd Miller
- R—Lynn P. Martin





What's Wrong with This Picture?

The beautiful picture above graced the cover of last month's "Review". We didn't say much about it then because we wanted to give our readers a chance to tell us that the picture just couldn't happen that way.

Now take a good look. Notice the autumn sun settling down behind the large shock of corn at the extreme right. Take a better look. How can those nice long shadows point that way if the sun is facing the camera?

Here's the pitch. You're actually looking at two different photographs taken on two separate days in two different places by two different photographers. Nilas Long, who heads up our Drafting Department, took the fine shot of the cornfield on a cloudless day in the late afternoon. He used a miniature speed graphic camera, verichrome film pack, f.8 opening at 1/50 of a second.

But the picture didn't quite hit the bull's-eye without clouds, so our regular Review photographer, Clarence Rieke of the Burlington Photo Studio, took the unusual cloud shot and blended the two together.

It just goes to show you that the lens is quicker than the eye.

Company Foots the Bill for Unemployment Compensation

The last few years have brought much legislation, both federal and state, affecting the earnings and security of the working man or woman. Because many of the titles are so much alike, a lot of people do not clearly understand the purpose of these laws. Maybe we can help you understand two of them better.

No deductions are ever made from your pay checks for unemployment compensation. It is paid for entirely by the company through a tax on its total payroll.

Through the unemployment compensation plan, weekly benefits are provided for eligible workers who become unemployed through no fault of their own. Employees who

are laid off would be entitled to draw unemployment compensation.

Social security, on the other hand, is for the purpose of accumulating an old age retirement fund and is financed by the combined contributions of employer and employee. Deductions are made from your pay checks for this purpose as required by law.

Unemployment compensation and social security are entirely different benefits and should not be confused. The company pays the whole bill for unemployment compensation as a sort of insurance against your being unemployed because of its own inability to provide work for you; you and the company pay for social security which will offer you protection when you reach the age of 65 or will take care of your dependents in the event of your death before that time.

SHEAFFER'S REVIEW

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Quincy, Illinois

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Malton, Ontario, Canada

Export Division,
Fort Madison, Iowa
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EDITOR - - - D. A. REED

"On the Cover"

According to the American Encyclopedia, a turkey is a "gallinaceous fowl, native of North America and Mexico. Turkeys are valuable for their firm, white flesh."

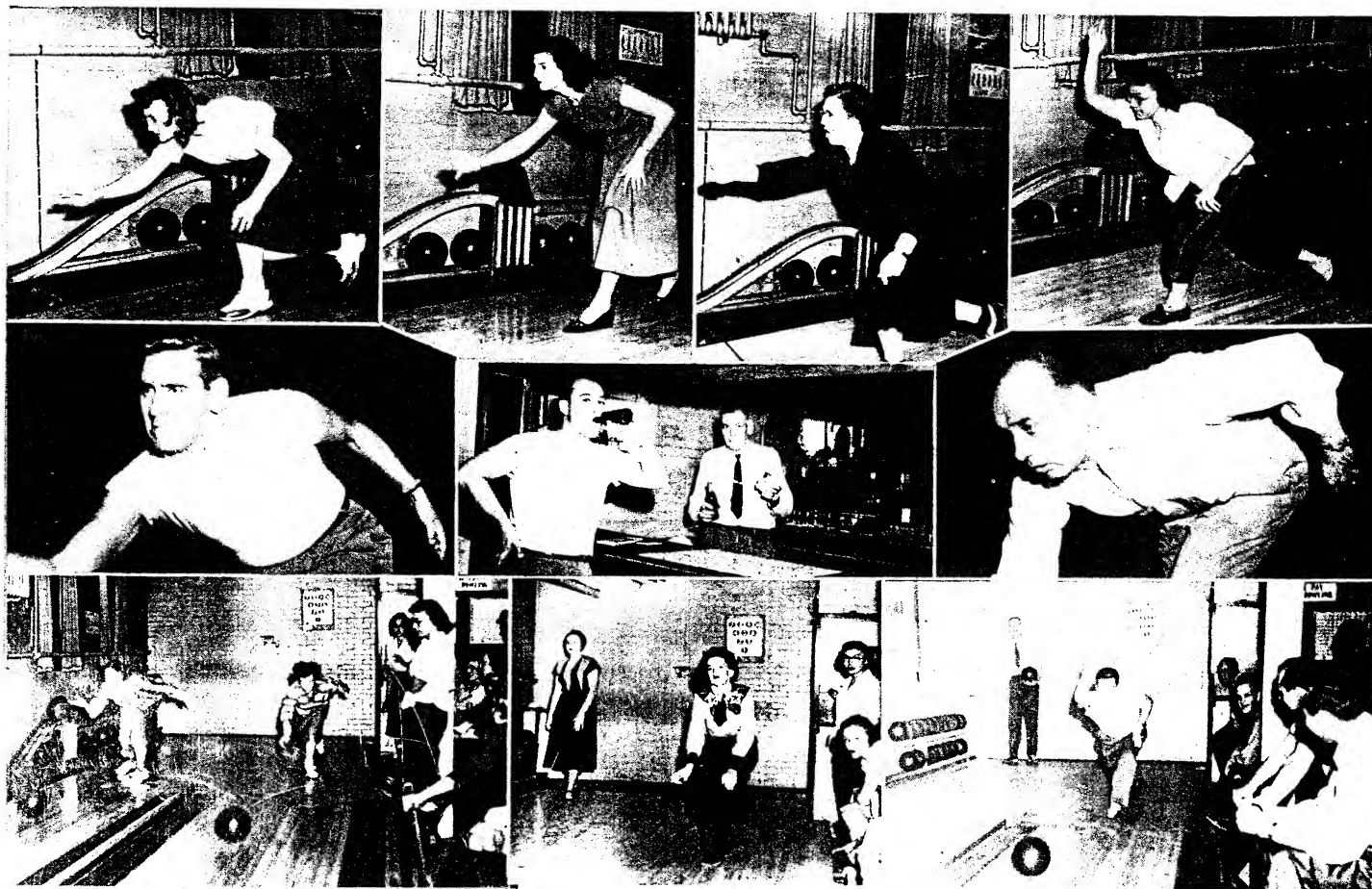
Anyhow, we thought November was a good time to put a few gallinaceous fowl on the "Review" cover.

Bunn's Boats

Bill Bunn, Sheaffer industrial artist, is holding a one man show of his collection of Mississippi river-boat paintings this month in five river towns.

The paintings were exhibited during the first week in November at the Cattermole Memorial Library in Ft. Madison, under the sponsorship of The Business and Professional Women and Rotary and Lions Clubs. Residents of Dubuque, Davenport, Muscatine, and Quincy will also have an opportunity to enjoy some of Bill's work.





"How to Bowl" in One Easy Lesson

Pictured above are a few of Sheaffer's league bowlers in action. Although they all display faultless form, a timely tip or two on the finer points of the game might be appropriate anyway.

Andy Varipapa, National Match Game Champion, recently wrote an article on bowling that offered valuable advice to both beginners and Miles Shields. According to Andy, you don't have to be a superman to become a good bowler. If you can walk, see, and possess normal timing and coordination, you can bowl 300—maybe.

TECHNIQUE

Varipapa recommends that you first be sure the ball fits your hand. You'll find there is a wide variety of balls at the Clubhouse, for both men and women. The ball should rest in your left hand. (for right-handed bowlers) and should be put in motion smoothly, with a gentle

pushaway forward. The approach is a smooth glide to the bowl line, about the speed of a fast walk.

DELIVERIES

There are various ways you can deliver, or throw, the ball. Which one you choose depends on how expert you are. (Regardless of your personal feeling on this point, your score should give you the answer.) You can use a hook, a curve, or a straight ball. There's also such a thing as a backup (slice), but for most players that's strictly accidental.

The hook ball is thrown out of the side of the hand. Spin is imparted with a counterclockwise twist of the fingers and wrist. The hook ball is usually placed on the alley about 12 boards from the right hand gutter. It travels in a straight line toward the #3 pin (you hope) and hooks sharply into the 1-3 pocket at

the very last moment. Most experts like the hook ball because it seems to produce a high percent of strikes.

The straight ball is easiest for beginners. Bowlers who throw a slow ball prefer the curve, but it isn't recommended for rookies because it requires a tremendous twist of the hand and wrist.

MISCELLANEOUS TIPS

Always try to keep the first ball from hitting the headpin too full, or from crossing over in front of the #1 pin. Try to roll that first ball directly at the #5 pin through the 1-3 pocket. When you can do this consistently, note the spot on the foul line where you have been releasing the ball, and release over that spot in the future.

If, after reading this article, your game doesn't improve by at least 50 pins, we suggest you take up bingo.

Strictly for Ladies...

By KAY

COME AND GET IT!

If you were a turkey right about now, your future wouldn't be very bright. In fact, you'd be about due for the roasting of your life. A whole family of starved human turkey gobblers would be preparing to build you up with lots of trimmings and then tear you down to a neck and carcass. True, on Thanksgiving Day, you would be the center of attention, but by the following Tuesday, your glamour would be reduced to a plate of hash.

But why all of this make believe? You aren't likely to turn into a

turkey. You'll just think you have when you have stuffed yourself to the ears with this popular holiday food.

To make sure that your Thanksgiving dinner is not mistaken for a light lunch, you should include on the menu a couple of other items besides turkey.

Cranberries, celery, and pumpkin pie are musts, and so are dressing and giblet gravy. Escalloped oysters, brussels, wild rice, a tart salad, and gallons of steaming coffee will fill you so pleasantly that you will leave the table declaring emphatically that you will never touch another bite to eat as long as you live—at least not until later when you will be the first one back to your place saying, "Please pass the turkey."

HAPPY THANKSGIVING!



HAPPY HUNTING!

The National Safety Council offers these timely suggestions for safe and sane hunting this season:

1. Carry your gun down and on safety. Never point a gun—either on purpose or accidentally—at anything you do not wish to shoot. Be sure of your target before you pull the trigger. Handle every gun as if it were loaded.

2. When crossing fences, let one member of the party climb over first without a gun. Hand all guns over to him, being sure to "break" the breech before handing over. Be sure barrel and action are clear of obstruction before shooting.

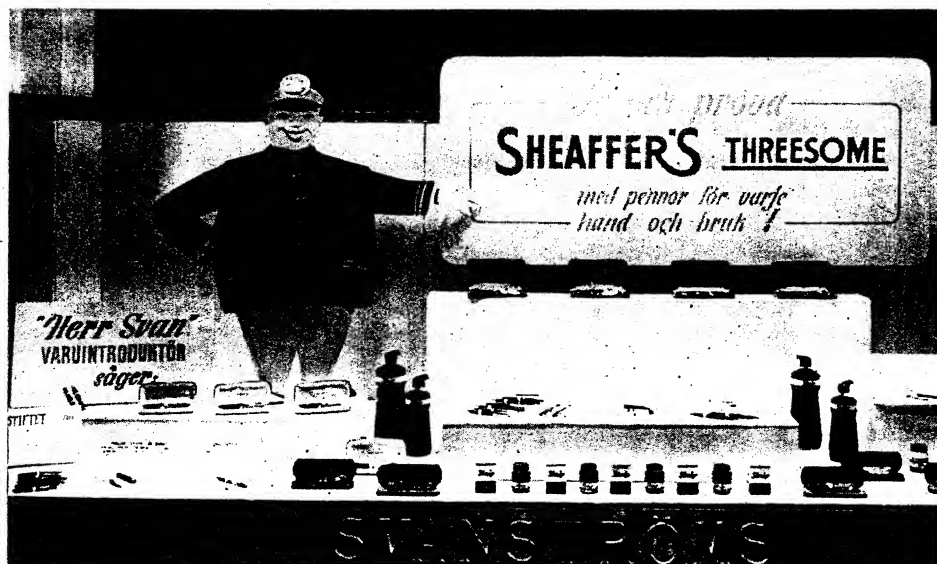
3. Wear something bright—preferably red—which will stand out in wooded areas. Never wear white for hunting. Never stand up in a boat to shoot. Allow only one hunter to shoot from a boat at a time. Never shoot at hard, flat surfaces, such as rocks, or at the surface of the water.

4. Never carry loaded guns in your car. Never look down the muzzle of your gun. Avoid horseplay while handling guns and never mix alcohol and gun powder. Teach children proper respect for firearms. Such simple precautions as these will make for happy hunting.

REMEMBER...

Alert Today—

Alive Tomorrow!



Window Display, Swedish Style

Frans Svanstrom and Company is one of our big Sheaffer dealers in Sweden. There are 10 different Svanstrom retail stores in Stockholm, and one of them is shown above. Mr. Bjorgeson, our Swedish distributor, writes: "For these retail stores they buy big quantities of Sheaffer pens. They sell much more Sheaffer pens and pencils than all other makes together.

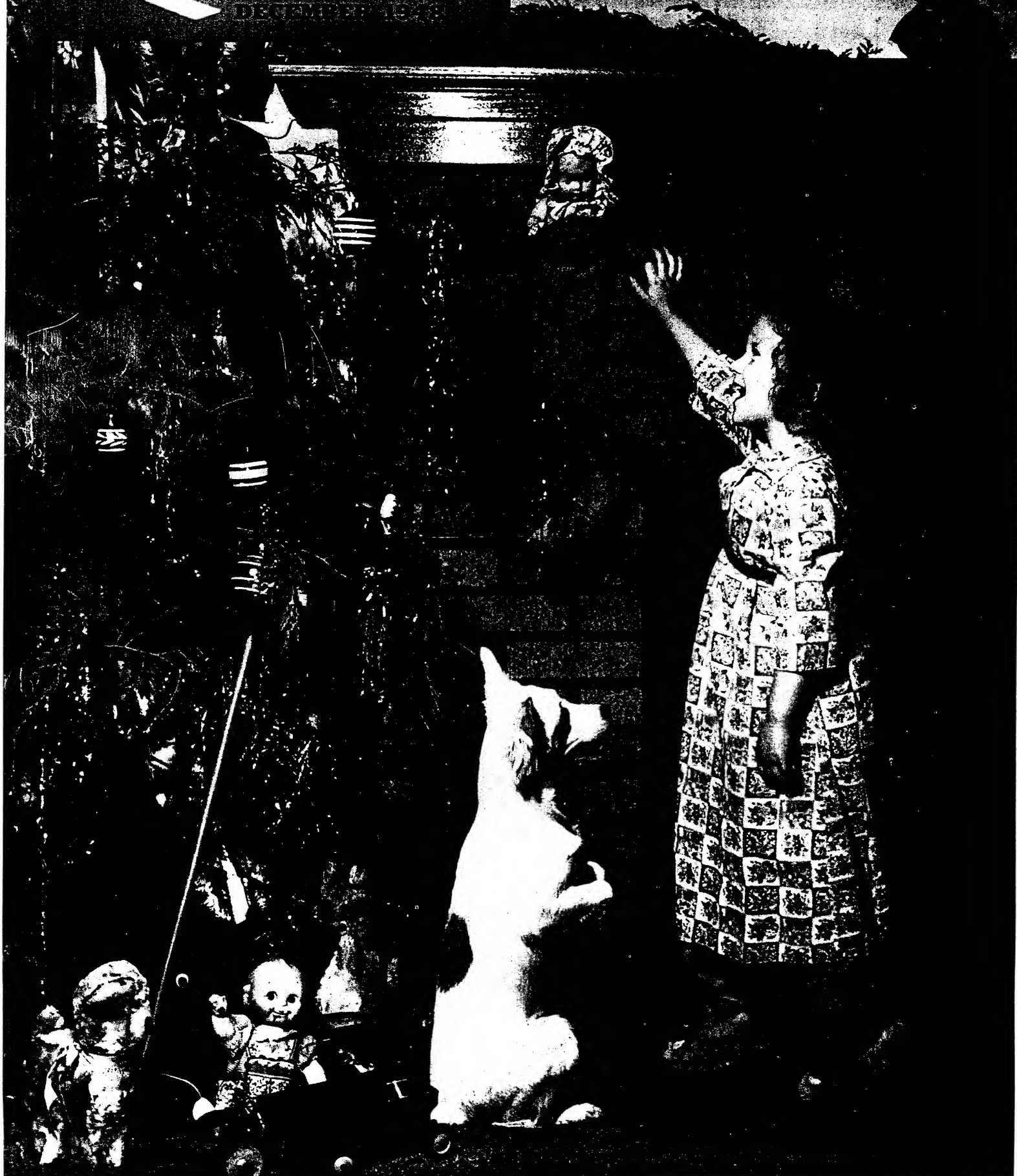
Last year before Christmas they made very good window displays

for showing Sheaffer merchandise.

This picture is from one of the biggest stores in Hamngatan. They have a figure called Mr. Swan who introduces the different articles. On the plate in the middle of the window you can read "See and try Sheaffer Threesome with pens for every hand and use." The lower part of the display is divided in three parts, the left for pencils, the middle for pens and the right for Sheafferiters (Stratowriters)."

SHEAFFER'S *Review*

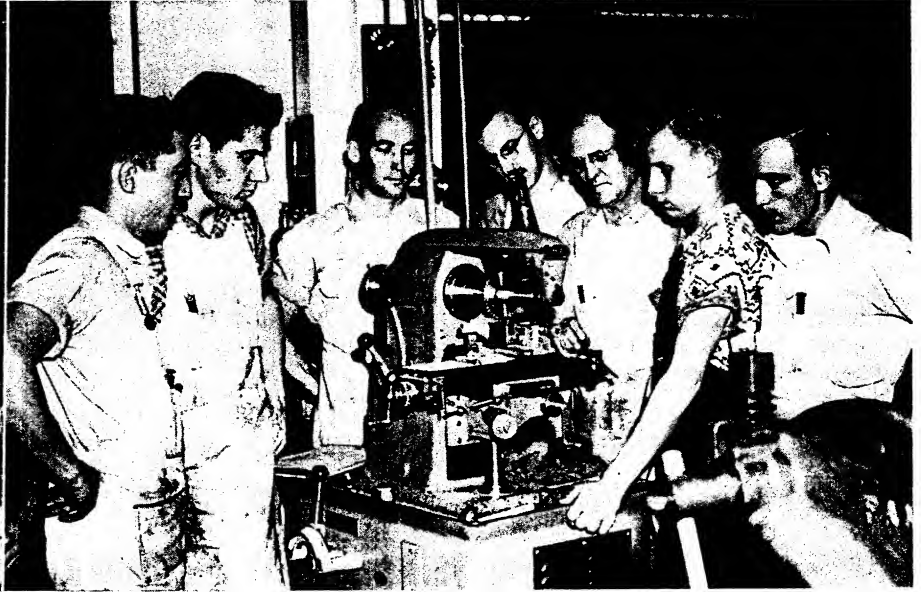
DECEMBER 1941



The Present - - - - - and The Future



Bill Newberry does special work on plating equipment



Herb Kistler and his apprentices. L. to R.—Carl Riley, William Gabel, Charles Boyer, Austin Fairlie, Herb Kistler, Vance Myertholen and Clarence Cowles.

MASTER CRAFTSMEN IN TOOL ROOM

A lot of people, especially those in non-productive departments, might easily get the impression that a toolmaker is a man who makes tools—and that "tools" are monkey wrenches, hammers, saws, etc.

It's true that the men in our Tool-room do make tools, but not the kind you'd find in an amateur carpenter's toolbox in the basement. The tools they make are very highly specialized and intricate pieces of extra-hard steel — tools that are used in the machines that help turn out our products.

HERE'S HOW

After a new product has been developed by the Development Department it is brought over to the Engineering Department for close scrutiny and if everything in this new product is adaptable for production, special machines will be made, tools and fixtures will be designed. Our Tool Room is able to produce any kind of tool, no matter how complicated or how intricate it may be.

A toolmaker, then, is a master craftsman. He builds tools, dies,

and special equipment required to make a product. Often he carries an entire job through from start to finish—using a dozen different precision machines. He must have an extensive knowledge of the working of various lathes, shapers, cylindrical grinders, surface grinders, and just about any other piece of factory machinery used in any plant, anywhere.

All jobs are different, but the toughest part of a toolmaker's work is to maintain the very high finish and close tolerances of our tools to produce to Sheaffer standards. These men not only design and make new tools, but they maintain

This is the 12th in a series of articles about the various departments at Sheaffers. We plan to write all of them up before we've finished.

and repair all tools in use throughout the plant. Due to our particular type of product, 90% of our tools must be of a special design. They are all made of either tungston carbides, which is extremely hard, or of the highest grade steels money can buy.

The Tool Room is a part of the Engineering Department, which is located in the white building on the southwest corner of Avenue H and 4th St. It has been on this spot for about 25 years, and some of the "charter members" are still with us.

APPRENTICES

Toolmakers are somewhat like research men in that they are constantly trying to figure out a new way to make something better and more efficient. To make certain the department is kept alive with young men who can be trained to carry on the quality work demanded, an apprentice training program supervised by Herb Kistler. Young men are carefully selected to participate in a four year training period, which includes tool and die making, mechanical drafting, and business machine mechanics.

Trade skills have been passed on from father to son and from master to novice for centuries. Nobody is better qualified to teach the beginner the tricks of the writing equipment trade than the best in the business — Sheaffer's toolmakers.

Santa Claus Will Visit Clubhouse



The Club House will be turned over to Santa Claus Friday evening, December 17, for his annual visit to the children of Sheaffer employees. Plans have been made

to entertain the youngsters with animated cartoons and a program of songs, recitations, and stunts put on by the kiddies themselves. Sometime, nobody knows the hour for certain, Santa will appear with candy and toys for the little folks. Teenagers will have the Rumpus Room for free juke box dancing. It is hoped that this arrangement will relieve the usual congestion in the ball room and clear the way for the youngest guests to meet Santa.

MOVIES

Flash bulbs are available again, without restriction, so throughout the evening more pictures of the individual performers on the "kiddie show" and of the crowd in general can be taken.

Animated cartoons will be shown

Special Desk Set

This time a customer wanted oil derricks and a double faced hinged mirror, no less, mounted on a Sheaffer desk set. (See cut).

Bill Bunn, our industrial artist deluxe, located a couple of model oil derricks someplace out in California, but he couldn't find the mirror. So he made a mirror himself, the Engineering Department made the posts and frame, and the set, complete with engraved nameplate, was delivered to the Murray Construction Company — the customer in Texas. Ten were ordered originally—more to come later.

When it comes to custom-built trophy desk sets come to Sheaff-

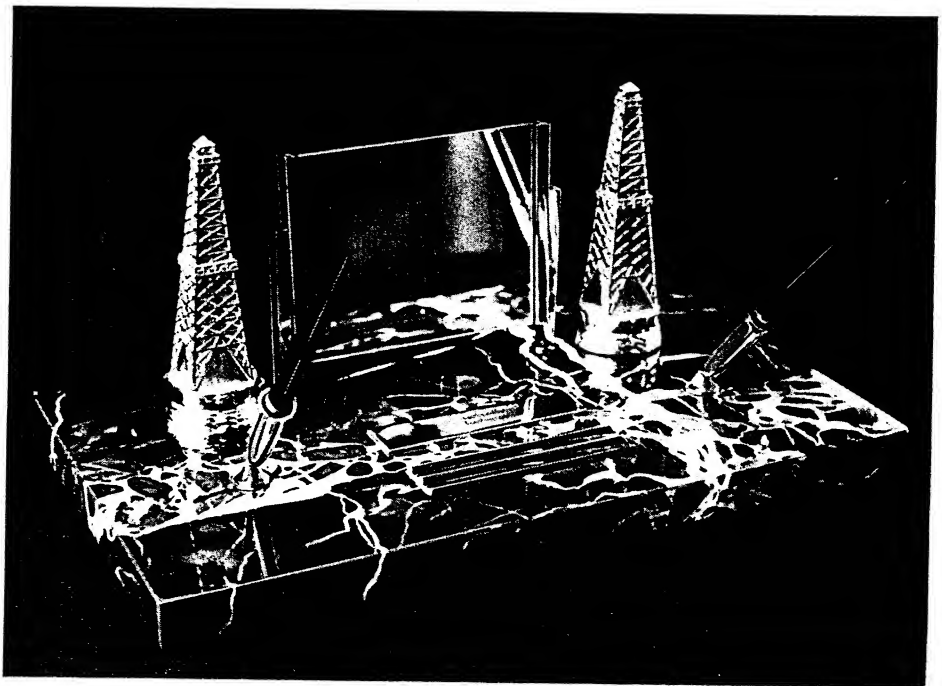


"You better watch out — you better not cry . . ."

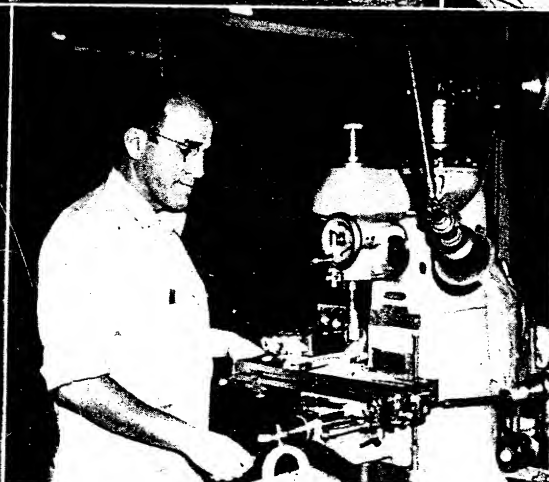
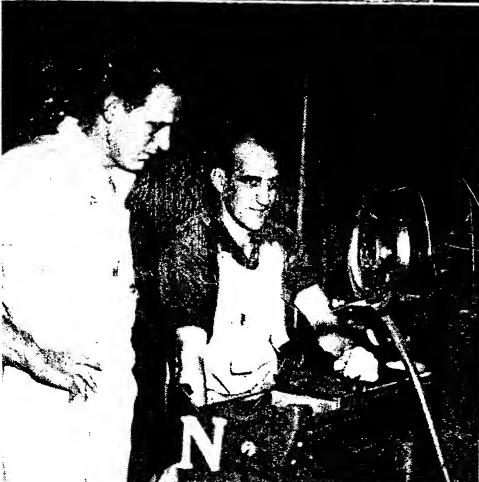
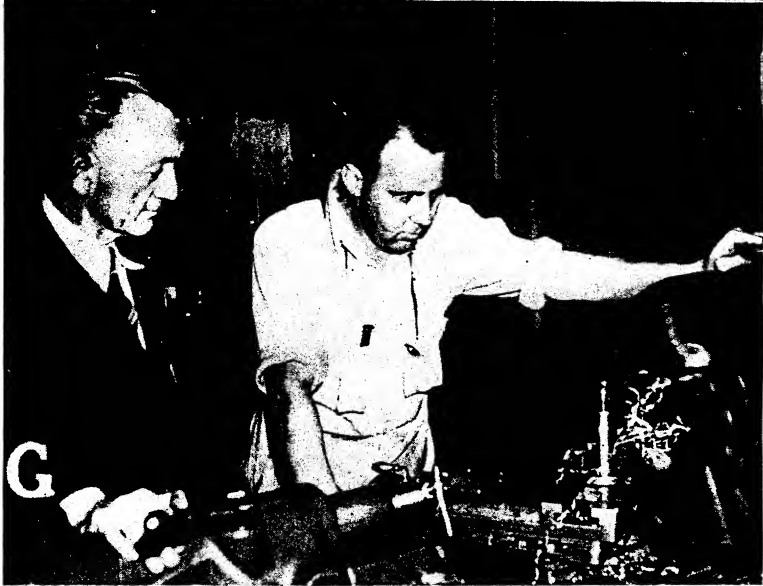
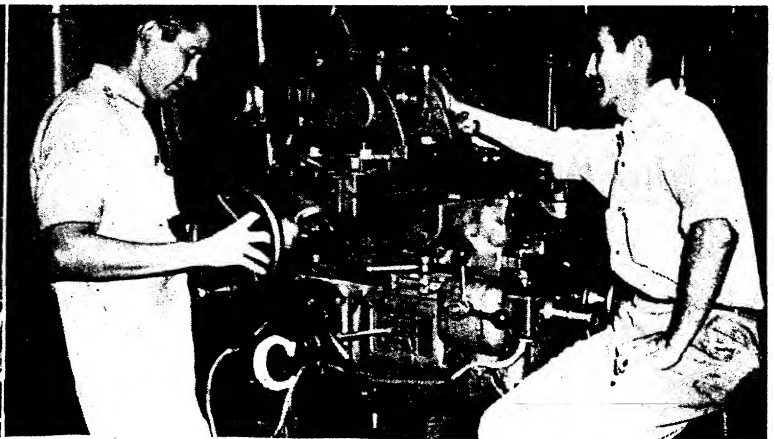
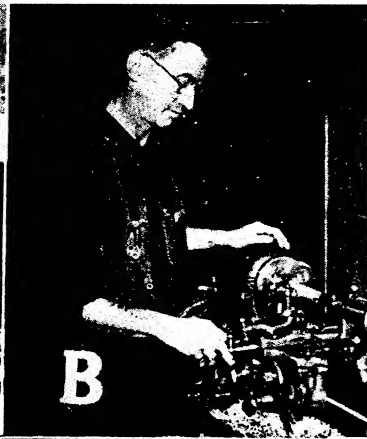
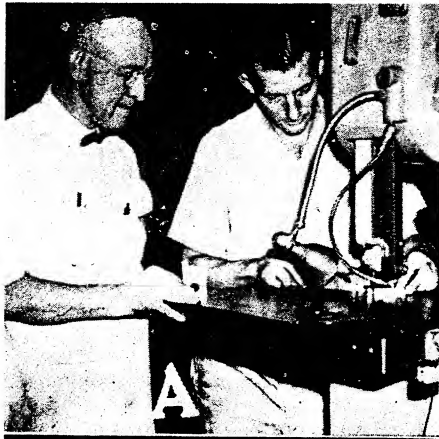
beginning at 6:45 P. M. Activities for the children will be over by 8:45 so that they can be tucked into bed on time, and their parents can return to the Club House for the dance which has always been a regular part of this yearly affair. Sheaffer

choruses will be on hand for Christmas carols.

Kay Marriott, (Personnel), will handle the arrangements once more. Earl De Lapp, official host, is preparing for a record crowd on Friday evening, December 17.

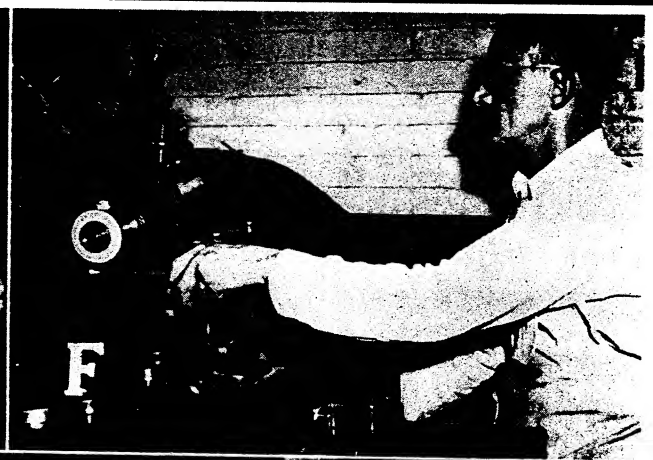
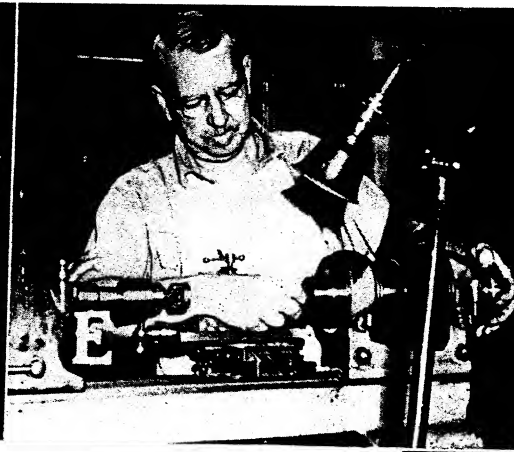
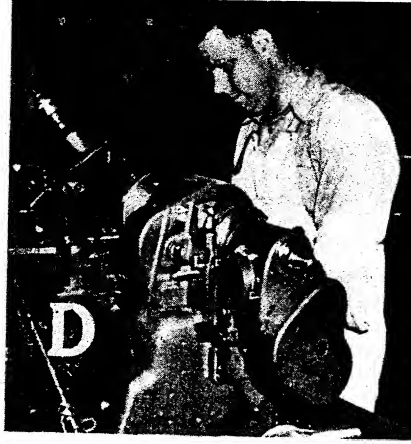


What next? Sheaffer's latest custom-built trophy desk set, complete with oil derricks and mirror.



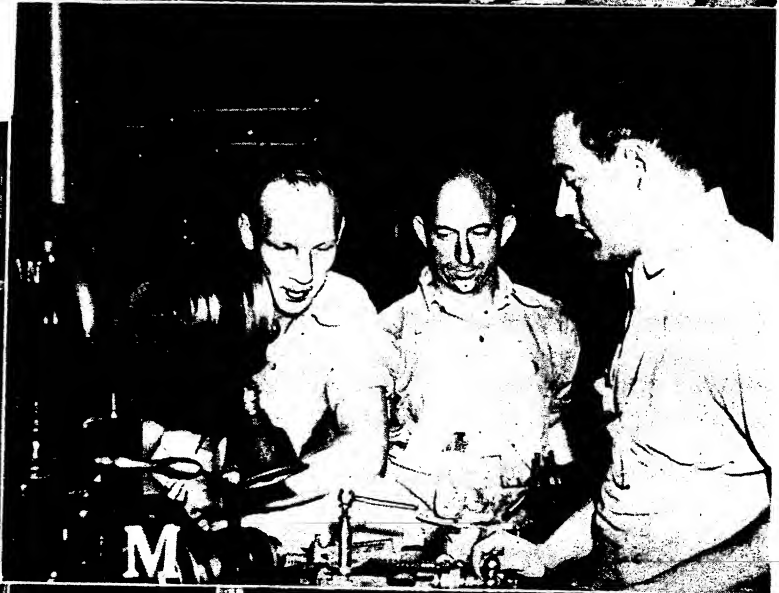
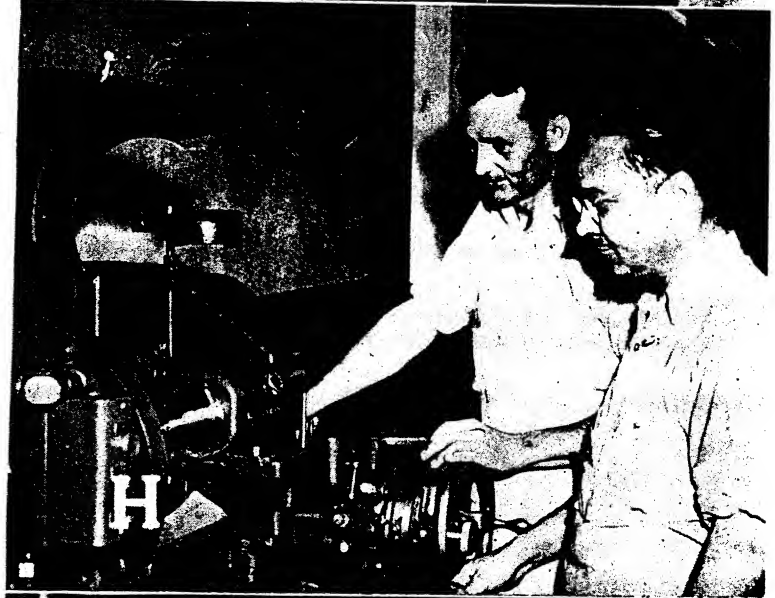
Tool

- | | | | |
|---|---------------------------------|---|---------------------------------|
| A | Frank Kline
Joseph Jankowski | G | Walt Stimpson
Irvin Moander |
| B | Ernie Carr | H | Bud Huffaker
"Butch" Beelmar |
| C | Jack Richmond
Hilburn Day | I | Erwin Kreie |
| D | Floyd Hucke | J | Raymond Boyle |
| E | Mike Lammers | K | Fred Schulte
Carl Neely |
| F | Chris Schulte | | |



Room

- | | |
|--|---|
| L Charlie Smith
Tom Musson
Walter Cable | O Arlo Gross |
| M Norman Washburn
Carl Hull
Jack Bierman | P John Decker
George Senn
Tom Lemon |
| N Lou Holterhaus
Harry McCannon | Q Joe Cullen
Kenny Milton |
| | R Jimmie Reddy |
| | S Paul Dean |



SHEAFFER'S REVIEW

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Mt. Pleasant, Iowa, and
Quincy, Illinois

Canadian Office and Factory,

Malton, Ontario, Canada

Export Division,

Fort Madison, Iowa

Printed in U. S. A.

EDITOR - - - D. A. REED

Greetings

By the time this Review reaches your home it should be around December 7 or 8. (With favorable winds, and if the printing shop doesn't have another fire.) Maybe it's a bit early, then, to wish all of you a Merry Christmas, or to turn over the front cover to the little girl with her dog and her stocking hanging above the fireplace.

But it's the only chance we'll have this year, and we're going to take advantage of it. After all, it isn't very often the Review is early with anything. While we've got the bull by the horns we may as well extend our greetings for the New Year, too.

SO

Best wishes for a Very Merry Christmas and a real fine '49!



Next Time You Break Your Leg--

We don't want to wish you any bad luck, but let's suppose you fall down and break your leg tomorrow. (We need a "fall-guy", and don't want to bust our own leg—even in print).

You can break your leg either 1) on the job, or 2) off the job. If you have your accident while you're at work, your Workmen's Compensation will be a friend in need. According to the provisions of the State Workmen's Compensation Law, medical treatment and weekly payments will be provided for you if you are injured on the job. Benefits for Workmen's Compensation include certain medical, surgical, and hospital services, weekly payments, cash settlements for permanent disabilities, and burial expenses.

The entire cost of State Workmen's Compensation is paid by your company and is in effect the date you are hired.

OFF THE JOB

If, on the other hand (or leg), you slip on Junior's discarded banana peel and break your leg in your own kitchen, or anyplace **off the job**, State Workmen's Compensation does **not** protect you. Insurance to cover you outside of working hours must be obtained on your own hook. To make it easier, and a lot cheaper, for you to get your own insurance, your company has worked out a Group Insurance plan with the Traveler's Insurance Co. This group Insurance is entirely your choice, but if you sign up for it, Sheaffers will pay a substantial part of the premiums, and deduct the rest from your paycheck in small monthly amounts. You're eligible for Group Insurance after you've had one year of service with Sheaffer's.

In addition to hospital and surgical benefits plus weekly payments, the company group plan offers life insurance benefits. Premiums and benefits vary according to your earnings. Your foreman will be glad to explain the details.

To sum it up, Workmen's Compensation protects you on the job, and Sheaffer's pays the entire bill. If you want protection for accidents off the job, your company will pay a substantial share of the bill for Group Insurance.

Twenty-four-hour-a-day protection for you and your family is the key to your real peace of mind. Talk it over with your family tonite.

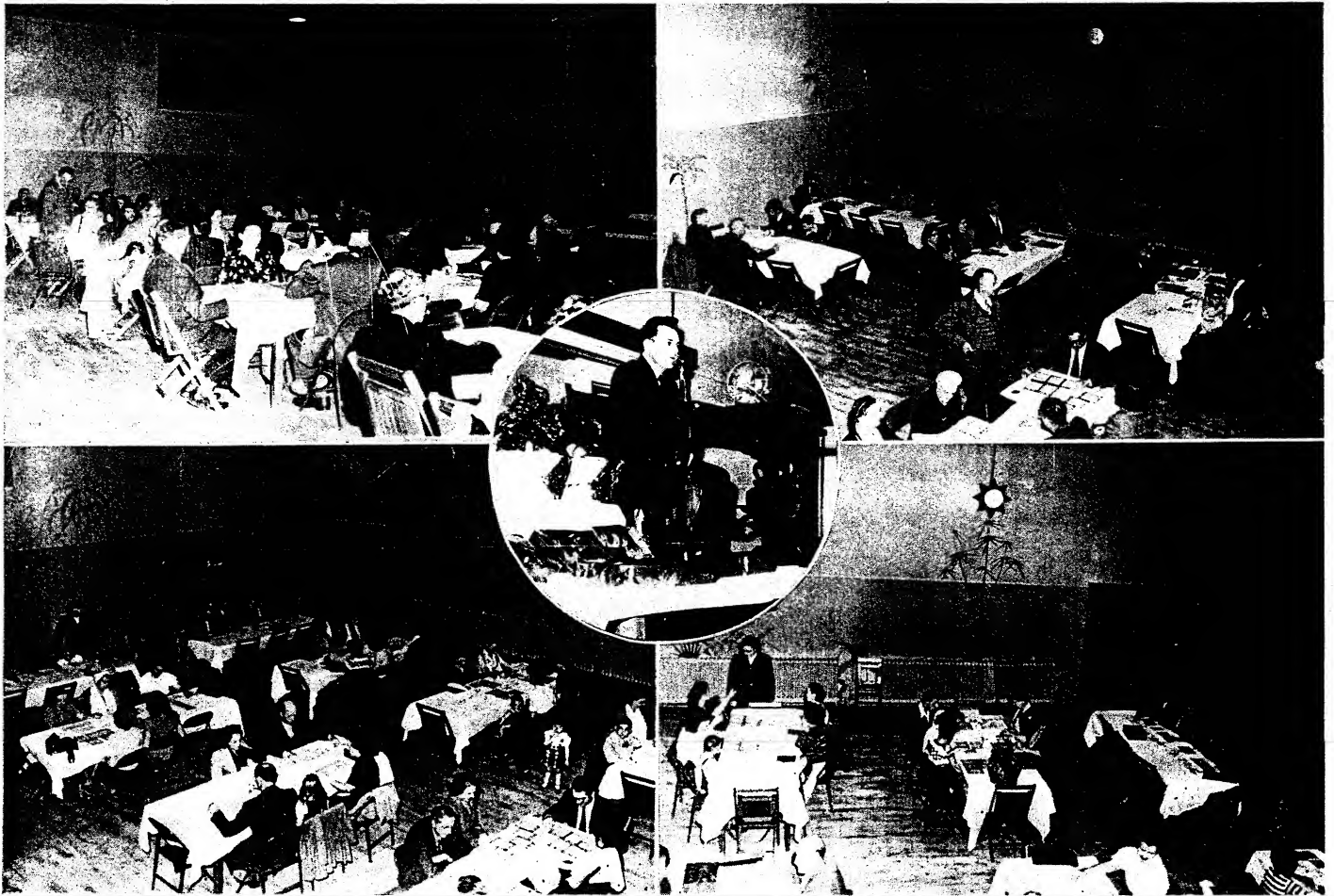
Changes Made in Branch Offices

For a number of years we had branch offices in New York, Chicago, and San Francisco, equipped to give our Sheaffer dealers and customers the complete treatment in sales or service. We have felt for some time that to maintain these offices was to compete directly with our Sheaffer dealers, even though we have consistently refused to sell merchandise to anyone who visited them. Lately more and more Sheaffer users have brought their repairs to our branch offices rather than to authorized dealers in those cities, thus depriving the retailers of an

opportunity to build good will and make a fair profit on the repairs.

Consequently, we withdrew our repair facilities from the Chicago office on July 1, 1948 and from the New York office on October 15. Salesman Graham Orr, Thor Gardner, and Clarence Ivert will take office space in Chicago's Republic Building, and a display of Sheaffer merchandise will be carried there—although none of it will be for sale. Similarly, office space will be maintained in New York, but without the repair service.

This is just one more move that is consistent with a basic Sheaffer policy to give an authorized Sheaffer dealer every opportunity to make a profit with the Sheaffer line.



BEEEEEE NINETEEEEEN—drones the caller, and 60 or 70 Sheaffer people bend even closer to their bingo cards in deep concentration. After a while someone yells BINGO! Earl DeLapp checks the card, and a generous food basket is handed over to the lucky player. You and your family can play all evening for only 25c. It's a lot of fun. Try it!

Sales Convention Changed

With the exception of the war years, Sheaffer's Annual Sales Convention has been held in Fort Madison at the Sheaffer Clubhouse. This year it has been decided to split the convention up into four separate district meetings, for a number of good reasons.

First, our salesmen will be able to use their time to better advantage if they don't have to travel to Fort Madison from all parts of the country. They can spend that time helping their dealers straighten out their pen departments after the Christmas rush and, incidentally, show them how to sell more Sheaffer products.

The plan will save your company a great deal of money. The cost of district meetings is estimated to be

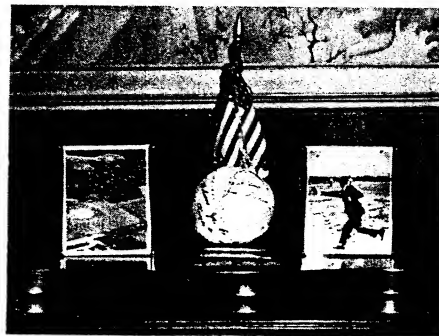
about one-third the initial cost of a Fort Madison Convention. One more point in favor of district meetings is the fact that the plan was tried on a small scale this fall, and was very successful.

WHOOSH!

This new setup will keep a few of our executives rushing around

—Continued on page 8—

Trophy for C. R. S.



Softball Stag November 6

After two unavoidable postponements the Men's Softball League Stag finally got under way on Saturday, November 6 at the VFW Home. As advertised, delicious fried chicken and catfish were available in large quantities.

Paul Wilmesmeier, (Metal Fab) president of the League, was presented with an engraved lighter for his outstanding effort in helping make the new ball fields and departmental leagues a success.

C. R. Sheaffer couldn't attend because he was out of town that day, so the boys presented him with the beautiful trophy you see pictured at your left, a few days before. It was designed and made by various members of the Softball League to show their appreciation for the new 34 acre Employee's Park.

Strictly for Ladies ...

By KAY

THE CHRISTMAS SPIRIT



Stacks of wrapping paper, ribbon, and cards on the dining room table, mysterious boxes under the bed and behind the doors, ornaments and wreaths in the middle of the living room floor, cakes, cookies, and plum pudding in the kitchen, and "no cash" on the checking account card, all remind us that Christmas is here again.

Little children are sprouting wings and even adults are trying to be good, so that Santa Claus will have them on his list of stops for Christmas eve. Every home tingles with the excitement of anticipation and glows with the warmth of love and good cheer. The Christmas Spirit brings out the best in all of us. It would be wonderful if it could last the whole year through.

For Christmas is the birthday of the Prince of Peace. This year again the celebration will be marred by uncertainty and dissention among the nations of the world. If the people everywhere could be filled permanently with the Christmas Spirit as it affects us in our American way of life, there could really be "men of good will" living peacefully together on earth. Then every day would be truly Christmas.

On Christmas Day, when you are happy with your families and your gifts, take out a minute from your busy schedule to say a simple prayer for peace, so that you and your dear ones can continue to share the kind of home life that America's fathers and mothers have made for America's children who can still believe in Santa Claus.

Sales Convention Changed

(Continued from preceding page)

the country at a headlong pace. C. R. Sheaffer, H. E. Waldron, Harvey Whidden, Earl Erickson and Walter Sheaffer will attend a meeting in New York on December 27, Chicago on December 28, Memphis on December 29, and San Francisco on January 3. Each division sales manager will go to his own respective convention—Charlie Nicolai to the east coast, Jack Asthalter mid-west, Jim Jones south, and Joe Don-

Hunting Booty

As every hunter realizes, many of the best hunting spots are in the hands of people because the only hunting pictures turned in this month are the two below.

Toby Warson (Gold Nib) is the donor. Didn't any of you do better than that this season?



Toby Warson, Pete Jungbluth, and Bill Kipp resting after a successful day.



Bob Casey and friend demonstrate how to outsmart Reynard the Fox.



LIVE — AND LET LIVE

Let's say you're creeping along at a mere 20 m.p.h. on an icy street and a school kid slips and falls 150 feet ahead of you. Think you're "under control?" Never.

After your wheels had passed over the child's body, your car could skid another 47 feet!

You can't be too careful on icy roads. Heed these five hot tips for cold weather driving and the odds will be greater that you'll live—and let live!

1. Get the "feel" of the road before you start out—you can do this by trying your breaks while driving slowly and away from traffic.
2. Adjust your speed to road and weather conditions. Slow down on wet, snowy and icy roads so you can stop when you have to.
3. Use tire chains on ice and snow. They cut down braking distances as much as 40 or 50 per cent. Chains are not a cure-all for winter accidents, but they will help the careful driver.
4. Keep your windshield and windows clear of snow and ice, fog, frost. Be sure your headlights, windshield wipers, and defrosters are in good working order. You have to see danger to avoid it!
5. Follow other vehicles at a safe distance—remember that it takes from three to twelve times as long to stop on snow and ice as it does on dry concrete.

REMEMBER...

*Alert Today—
Alive Tomorrow!*